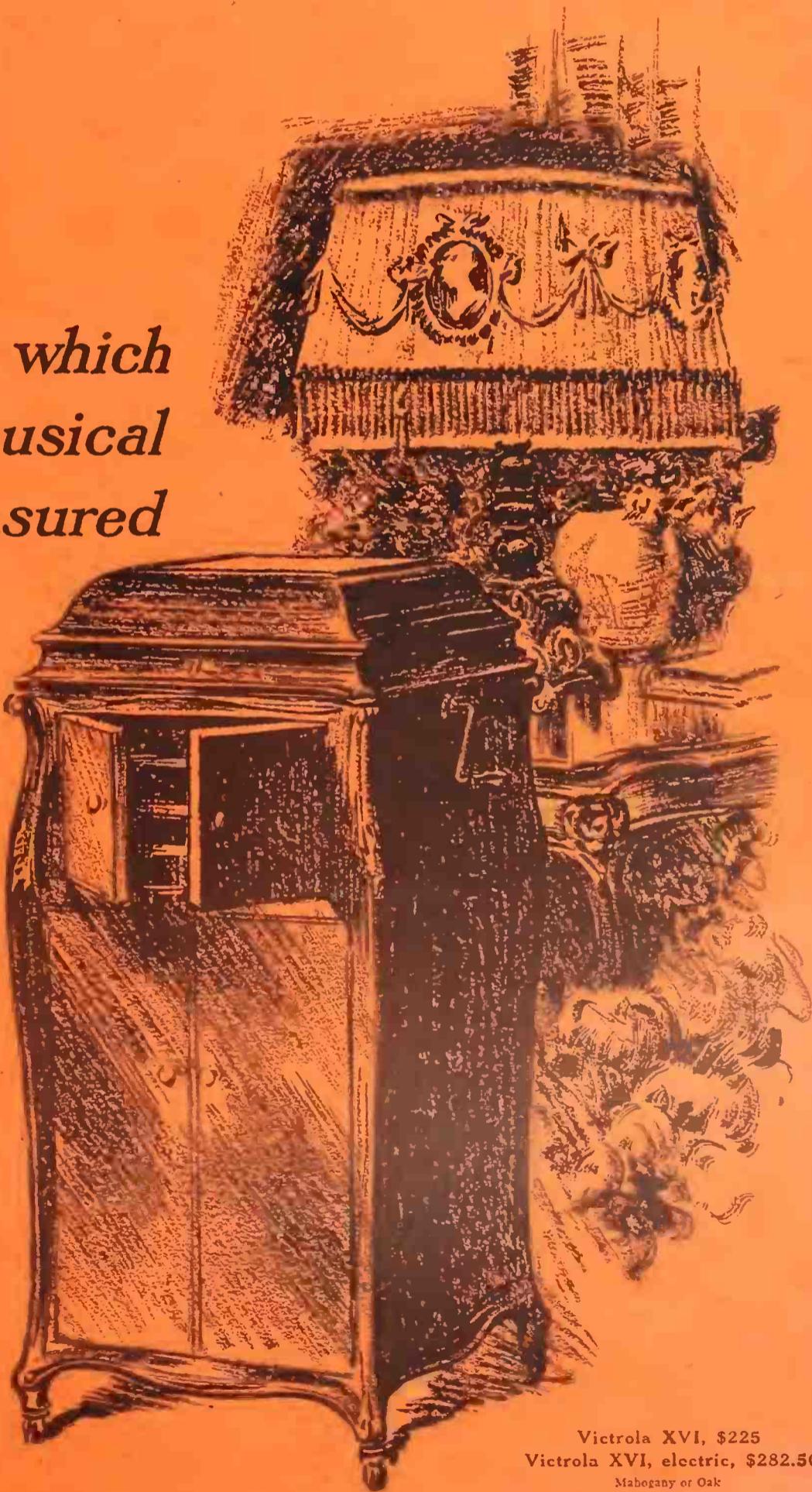


The TALKING MACHINE WORLD

For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, Sept. 15, 1919

*The instrument by which
the value of all musical
instruments is measured*



Victrola XVI, \$225
Victrola XVI, electric, \$282.50
Mahogany or Oak



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



When a person decides to buy a phonograph involving the expenditure of several hundred dollars it is but natural and right that the various instruments offered should be carefully studied and compared one with the other.

This is what makes Sonora's enormous sales.

The Sonora, remember, is the instrument which won highest score for tone quality at the Panama-Pacific Exposition.

With factories working to capacity, we hope soon to be able to consider applications for new Sonora agencies. Better send for information *to-day* if you're interested in handling the instrument that sells easily, for cash, and that makes a splendid profit for you.

Prices \$50 to \$1000

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

279 Broadway, Dept. Y, New York City

Toronto Branch: Ryrie Bldg.

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

The Highest Class Talking Machine in the World

The Talking Machine World

Vol. 15. No. 9

New York, September 15, 1919

Price Twenty-five Cents

GOING OUT AFTER BUSINESS PAYS

Canadian Dealer Builds Up Business by Taking Talking Machines Out Into the Country Districts—Seldom Loses a Sale—Reason Why

WINNIPEG, MAN., September 4.—Many hardware dealers throughout Canada are taking on talking machines as a side line and making a success of it. The case of W. E. N. King, of Neepawa, offers a striking illustration of the success that awaits the man who goes out after business. Mr. King does not wait for the customer to come to his store, but goes out and finds him. A motor car has been fitted with a platform large enough to hold four cabinet machines, and in this car Mr. King sallies out into the country and seldom comes back with a machine.

The idea came to him several years ago when he found it worth while to go out into the adjoining territory to sell oil to farmers using tractors. When he added musical instruments to his business he decided to try the same plan in the selling of talking machines and pianos, for the only way to meet the mail order competition was to see the farmer before he sent his order away.

In discussing his business methods with the World correspondent, Mr. King said:

"I have two methods of going after outside business. One of these is to take advantage of every tip we can get of where goods can be placed, and the other is by literally going out and taking the business by the throat, that is to say, by a straight canvass.

"In the former case I find that quick action is essential. As a case in point, on the Saturday just before last Christmas a farmer came into my store to buy a few articles, and I noticed him examining the cabinet models. I did not press him to buy, but asked him if he was thinking of making a purchase. 'You know me,' he said. 'My name is _____, I live out by Arden. If you are out that way sometime I will look at your machine.'

"On the following Monday morning I was out at this house about breakfast time, and I had driven about eleven miles. The farmer helped me to carry in the machine and did not seem surprised at my visit. I made a sale, and also disposed of thirty records. When I had made out a lien note payable after threshing the farmer surprised me by making a heavy cash payment on account."

Mr. King made a sale to the farmer's brother across the road in spite of the latter's objections to all talking machines in general. Having the goods right on the spot brought results and showed the advantages of going after the business instead of waiting for it.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Twelve Months Ending June 30, 1919, Total \$4,543,332

WASHINGTON, D. C., August 1.—In the summary of exports and imports of the commerce of the United States for the month of June, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during June, 1919, amounted in value to \$35,921, as compared with \$45,028 worth which were imported during the same month of 1918. The twelve months' total, ending June, 1919, showed importations valued at \$318,239, as compared with \$355,785 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 4,531, valued at \$177,229, were exported in June, 1919,

as compared with 2,978 talking machines, valued at \$104,249, sent abroad in the same period of 1918. The twelve months' total showed that we exported 49,717 talking machines, valued at \$1,544,870, as against 91,217 talking machines, valued at \$2,610,866, in 1918 and 78,669 talking machines, valued at \$1,987,878, in 1917.

The total exports of records and supplies for June, 1919, were valued at \$345,143, as compared with \$216,584, in June, 1918. For the twelve months ending June, 1919, records and accessories were exported, valued at \$2,998,462, in 1918 and \$2,073,463 in 1917.

COAST GUARD WANTS VICTROLA

Crew of Rockaway Station Want Someone to Send Them a Machine

The shortage of talking machines is affecting not only the dealers, as the following letter shows. Willis D. Abrams, a surfman stationed off Fort Tilden, N. Y., sent out this plea through the columns of the New York Herald:

"I am writing to you in behalf of the crew of this station, hoping that through the medium of your paper we can obtain a Victrola.

"This station is at the lower end of Rockaway Point and is three miles from the nearest village where any amusement can be had. Liberty is granted to the men every eight days. Because of the fact that only nine men are on duty we have been more or less overlooked by the different charitable organizations.

"Whatever service you may render us in this line will be greatly appreciated by this crew. Thanking you in advance, we remain the crew of Coast Guard Station No. 92."

TALKING MACHINE FAILS TO WIN FORTUNE IN ARCTIC

Progressiveness of Explorer Who Took Talking Machine and Records With Him to the Frozen North Fails to Impress the Eskimos, Who Were Already Familiar With That Form of Music

The Eskimos, in spite of their rather out-of-the-way location at the top of the world, have been able to keep up with the things of the warmer hemisphere without any difficulty. They have their talking machines and know the popular songs of days gone by. Styles in music do not reach them as rapidly as is the case with us, but one traveler who had dreams of winning a fortune from the seal hunters of the ice fields was sadly disappointed. Thinking of the happenings of history, when the savages fell down and worshiped various inventions of civilized mankind, W. M. Thompson of St. Michael, Alaska, conceived the idea of taking a talking machine into the North and bringing home great wealth. He thought that to the natives this invention would be amazing and they would worship it and him as a god. He chose for his scene of operations Northern Siberia and the results of his expedition are both interesting and illuminating. To a West Coast correspondent he tells the following story of himself:

"It was along in the early spring of 1904 that my two partners and I were figuring on what we could do to make some easy money. Things were rather quiet around St. Michael, the first boats from the States not yet having come in as the ice had not broken up sufficiently, and we thought our wits might turn up a few thousand dollars of easy money. Finally we hit on the scheme of separating Siberian natives from their stores of valuable skins and walrus ivory in exchange for the inexpensive but gaudy beads and junk that we could get at the trading companies' stores. So we outfitted a small schooner with enough supplies to last during the summer cruise, and laid in a fine stock of 'trade' to tempt the village beaux and belles.

"But the piece de resistance we had in mind was one of those old one-cylinder phonographs with the horn. This was to be our magic, and

IMPORTANCE OF DEMONSTRATIONS

Danger of Overdoing Always an Unpleasant Possibility in This Work

The demonstration of talking machines has been called merely practical advertising of certain facts and making them so clear to the hearer that the merits of the machine are at once understood. Some have thought that the demonstration was such an easy matter that it was not of any very great importance, but in this they are wrong. It is easily possible for the demonstration to defeat its own purpose if it is done by someone who does not realize the true worth of what he is doing. The experienced salesman who is thoroughly conversant with all the pitfalls of his calling is well aware of this fact and recognizes it as an unpleasant possibility. The demonstration may be overdone if the salesman overdoes the work of trying to make the process attractive and pleasing, and the wide-awake dealer or salesman is the one who has learned to know the proper time to demonstrate, the right numbers to use to suit the individual and the right people to demonstrate to. The successful store manager is the one who realizes that the value of demonstration plays a very important part in his sales and sees to it that his men are instructed in the work they are called upon to do.

Carroll G. Smythe, of the Binghamton Phonograph Co., Binghamton, N. Y., has recently remodeled the Sonora department of the store and the facilities for handling the large shipment of Sonoras which has just been received are greatly improved.

with the 'god-box' on our side, the aboriginal David Harums could be induced to come down a few notches in their demands. So we bought the machine and a few records, which were so old that I have forgotten the titles of any of them. But they were the kind that had a preliminary introduction by the company before the band started to scratch out the tune in question. This outfit cost us \$240, and we figured we could make it return about \$5,000 in dividends.

"So we sailed with our hopes high, and soon made the north coast of Siberia, on the Bering Sea, and skirted along the mainland until we sighted a good-sized village, and then anchored. As usual, the natives came out in their kyaks, or skin canoes, and climbed aboard to see what our business was. The old chief was the first to greet us, delivering a guttural address of welcome, and after the rest of the ceremonies were over we decided to spring our big card. So we hauled out the machine, wound it up and put on the record showing the least signs of wear. The first stanza of 'In the Shade of the Old Apple Tree' came out according to Hoyle, and the crowd was still standing. There were smiles on their faces, as if they were waiting for something, and when the chorus began we got the surprise of our lives. Every one of those unwashed denizens of the Arctic circle chipped in with the chorus and sang it to perfection.

"When we recovered enough to ask questions we found out that a missionary in the interior had a talking machine and the natives had been listening to the records for the last year, and knew them all by heart. But we traded the machine off to the chief for a couple of blue fox pelts that brought a neat little profit on the machine anyway. But the next fellow that tells me of the wild savage tribes burying their faces in the dirt when a new contraption is shown them will have to tell a good one."

How to Illuminate the Show Window in Order to Obtain the Best Effects :: By Elliot Church

Successful show window lighting is nothing more or less than good theatre stage lighting applied to the store. What the stage is to the theatre the show window is to the store. The sort of lighting that is effective on the stage is also effective in the show window. When one goes to the theatre and the curtain rises all lights that might shine into his eyes are turned out. Only those that shine directly upon the stage are left burning. Drops and troughs are used to completely conceal the lights themselves. The talking machine man will do well to bear these facts in mind when installing lighting systems in his windows. It does not matter what kind of lights are used. It is the way they are used that counts. Along the front in France the soldiers used to form stock companies and produce really good plays in buildings where there was no other source of lights than candles. The lighting nevertheless conformed to the principles of good stage lighting and although the effect was not a brightly lighted stage the results were satisfactory.

Three General Rules to Follow

There are three general rules that should be followed in planning window lighting. The first and the most important is placing the lights in such a manner that all the light shines upon the front of the goods displayed. The second and only slightly less important is to place the lights in such a manner or to use screens and shades in such a way that no light can shine directly into the eyes of the people on the sidewalk. This is more than ever important where electric lights are used. The glare of a modern electric light is so great that if it shines directly into one's eyes it blinds one to such an extent that he cannot see the display with any degree of comfort. The third is one of economy, appreciated in these days of the high cost of doing business. It is to install a number of small lights rather than very few large ones. This makes it possible to turn out the lights not needed and save the expense of burning them.

Lights at the Front of the Window

Rule number one means that the lights will have to be placed at the front of the window. There are three satisfactory methods of doing this. One method is to place a trough of lights on the floor of the window up close to the glass and another trough of lights near the ceiling.

This is economical in electric current. The floor lights, like the foot lights in the theatre, light the lower part of the display while the upper lights, like the drop lights in a theatre, light the upper part. The economy lies in the fact that the floor lights are much closer to the parts of the display lighted than they otherwise would be. Hence less brilliant lights are required to produce the desired effect.

The commonest method is to light the window from lights installed on the ceiling of the window or on top of the window frame. When lights of the right size are used and they are fitted with the proper reflectors the results are satisfactory.

The third method is especially effective where

The Theatres Provide Excellent Examples of the Art of Good Lighting for the Talking Machine Retailer

the streets are not brilliantly lighted. In this method a few large gas or electric lights equipped with reflectors that direct the light into the window are installed just outside the windows. This method has the advantage that it is cheapest of all to install. The lights cannot shine into the eyes of people looking into the window and the sidewalk is illuminated. The light used, however, will probably cost more.

Purposes of Reflectors

Reflectors for window lighting serve two purposes. They conceal the light, preventing it shining into people's eyes, and they direct the light upon the display. It is necessary to make sure that the reflectors are deep enough for the size of lights used and that they reflect the light in the desired direction. Since electric light reflectors are made for each different size of light

it is necessary to use the reflector made for the size of light used. Make sure the reflectors are right before installing them and never change the lights in style or size without changing the reflectors also and the greatest economy and the best results will be the reward.

All dealers in reflectors should be able to recommend the best one for the purpose, but unfortunately all of them are not careful to do so. For this reason where there is any doubt it is well to test the reflectors. To do so install them temporarily in the window. Turn the light on in one after another and try reading a newspaper placed upon the floor of the window. The reflector that results in making the type most easily read is the best one for the purpose. Lights may be concealed from view either by hanging a valance across the top of the window or by painting a sign across it. Either of these methods are effective and no other method will serve as well.

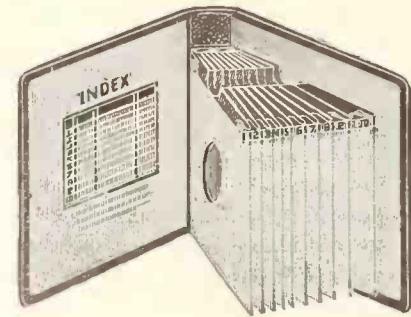
Intensity Should Be Regulated

Different displays require different amounts of light. It requires less light to illuminate a display of white goods than a display of black goods. For this reason it is well to provide enough lights so that some of them can be turned off when a light-colored display is made and all of them can be used when such a display as talking machine records is made. This saves on the cost of light without reducing the effectiveness of any display. It is well to make the lighting installation in such a way that by simply turning switches or valves one-fourth, one-half or all of the lights can be used.

Requirements Vary With Conditions

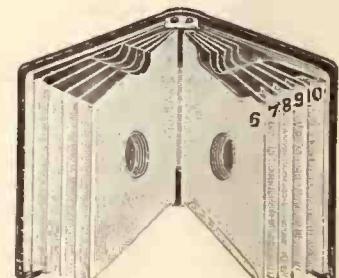
Both window and store lighting requirements vary to a certain degree with the brightness of the street lighting. Where streets are very brightly lighted more light will have to be used in the windows to make them appear brightly lighted in contrast. Where the street lighting is not so brilliant less window lighting may answer the purpose satisfactorily. Usually, however, it is better to have too much light rather than too little. Observe that one thing, however, must never be done if the window displays are to sell the maximum amount of goods. This is to use store lighting in the window. The best store lighting fixture will prove ineffectual and extravagant.

HAVE WE ACCOMPLISHED AN ALBUM THAT WILL SATISFY THE TALKING MACHINE TRADE



Here it is. The first quality is apparent upon opening the book—the pages lie perfectly flat.

Other qualities are, green fibre press board, the best paper for album pockets. Pockets secured by braces and brackets of one metal piece, which are in turn fastened securely to solid wooden back, made firm by latest improved machinery. The solid wooden back also firmly holds ring puller and back covering.



The one piece hinge opens at angle which precludes ripping when album is full.

Through the installation of machinery, operating three times as fast as the old model, we are able to offer this quality album at the lowest figure on the market.

Samples and prices submitted on request.

New York Album & Card Co., Inc.
New York Factory & Executive Offices: 23-25 Lispenard St., New York
Chicago Factory: 411-419 S. Jefferson St.



San Francisco, Cal.: WALTER S. GRAY

942 Market St., Pacific Coast Rep.

Victor Supremacy is self-evident

It is the supremacy of achievement—
of great things actually accomplished.

And it brings success to Victor re-
tailers everywhere.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

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Victor Wholesalers

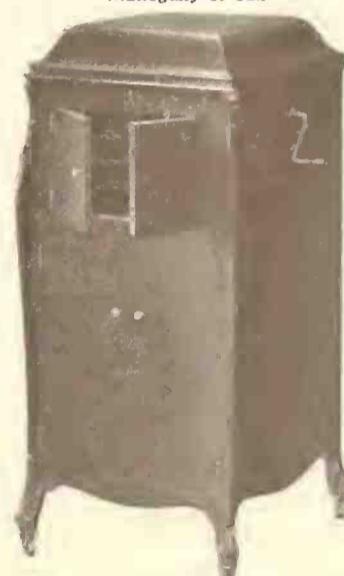
Albany, N. Y.	Gately-Haire Co., Inc.	Mobile, Ala.	Wm. H. Reynolds.
Atlanta, Ga.	Elyea Company.	Newark, N. J.	Collings & Price Co.
Baltimore, Md.	Phillips & Crew Piano Co.	New Haven, Conn.	The Horton-Gallo-Creamer Co.
Bangor, Me.	Cohen & Hughes.	New Orleans, La.	Philip Werlein, Ltd.
Birmingham, Ala.	E. F. Droop & Sons Co.	New York, N. Y.	Blackman Talking Mach. Co.
Boston, Mass.	H. R. Eisenbrandt Sons, Inc.		Emanuel Blout.
Baltimore, Md.	The Eastern Talking Machine Co.		C. Bruno & Son, Inc.
Bangor, Me.	The M. Steinert & Sons Co.		Charles H. Ditson & Co.
Brooklyn, N. Y.	American Talking Mach. Co.		Knickerbocker Talking Machine Co., Inc.
Buffalo, N. Y.	G. T. Williams.		Landay Bros., Inc.
Buffalo, N. Y.	W. D. & C. N. Andrews.		New York Talking Mach Co.
Buffalo, N. Y.	Buffalo Talking Machine Co., Inc.		Ormes, Inc.
Burlington, Vt.	American Phonograph Co.		Silas E. Pearsall Co.
Butte, Mont.	Orton Bros.	Omaha, Nebr.	A. Hospe Co.
Chicago, Ill.	Lyon & Healy.		Mickel Bros. Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.	Peoria, Ill.	Putnam-Page Co., Inc.
Cleveland, O.	Chicago Talking Machine Co.	Philadelphia, Pa.	Louis Buchn Co., Inc.
Columbus, O.	The Rudolph Wurlitzer Co.		C. J. Heppe & Son.
Dallas, Tex.	The W. H. Buescher & Sons Co.		The George D. Ornstein Co.
Denver, Colo.	The Collister & Sayle Co.		Penn Phonograph Co., Inc.
Des Moines, Ia.	The Eclipse Musical Co.		The Talking Machine Co.
Detroit, Mich.	The Perry B. Whitsit Co.		H. A. Weymann & Son, Inc.
El Paso, Tex.	Sanger Bros.	Pittsburgh, Pa.	W. F. Frederick Piano Co.
Honolulu, T. H.	The Knight-Campbell Music Co.		C. C. Mellor Co., Ltd.
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Kansas City, Mo.	J. W. Jenkins Sons Music Co.	Providence, R. I.	J. Samuels & Bro., Inc.
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Victrola VI, \$35
Mahogany or oak



Victrola IX, \$70
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or Walnut



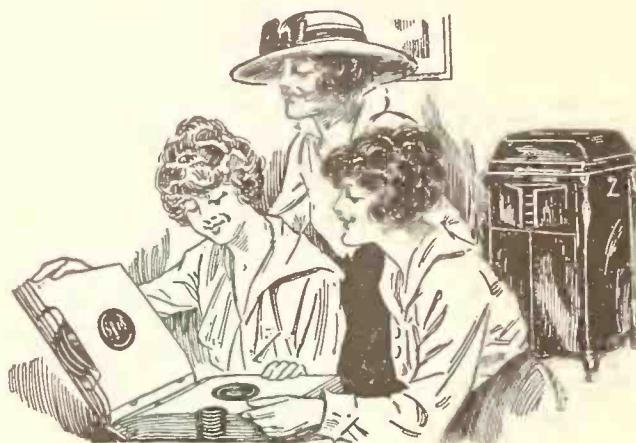
Victrola XVI, \$250
Mahogany or oak Walnut, \$312.50



HIS MASTER'S VOICE
REG. U. S. PAT. OFF.

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps apace with the ever increasing demand for machines and records, and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proven themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.



MAKING THEIR SELECTION

Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back fourfold.



THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an Indispensable Requisite in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. A profitable adjunct to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Albums containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHÉ AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO. : 239 S. American Street : PHILADELPHIA, PA.
CHICAGO OFFICE: 508 S. Dearborn Street

CANADIAN'S VIEW OF RECORD VALUE

Toronto Globe on Its Music Page Calls Attention to the Great Possibilities of Records and the Great Care Taken in Their Manufacture

TORONTO, CAN., September 6.—E. R. Parkhurst, who conducts the musical and dramatic page of the Toronto Globe, recently ran the following article dealing with the value of talking machine records:

How few of us ever stop to consider what a large amount of merit has gone into the making of a phonograph record. How seldom we stop to consider what excellent exchange value we are receiving in return for our \$1.00 or \$1.50. At the risk of being accused of having a commercial mind, one might seek to impress this fact on the public and remind them that there have been thousands of dollars spent on preparing the little disc that is sent out for the pleasure of the public. One might even go further and speak of the million of dollars that

have gone into the perfecting of the phonograph, the training of the singer or musician and into the making of the little disc of black composition which shows a seemingly meaningless circle of wavy lines. But the lines are not meaningless, as the mind of the magician has discovered, and when the tone arm of the phonograph is applied these very wavy lines produce the volume of sound which so charms us all. They produce the charm of the poet's song lyric, the musician's interpretation of the great masters, or a singer's reading; all are so vitally interwoven that they are a never-ending source of wonder to all who have vision, there can be no limit to the possibilities of this wonderful instrument, for it can be a musical instrument, not a mere talking machine; there can be no limit to its possibilities, if the inventive mind is allowed free scope, as applied to its improvement. True, it is nearly perfect now, but there are surely undreamt-of possibilities in every invention, and who shall say that the talking machine is an exception to this rule?

ADVERTISING APPEALS TO CHILDREN

St. Joseph Store Makes Special Offer of Records Selected for Children's Use

The Leader Department Store, St. Joseph, Mo., recently carried large advertising in the local papers emphasizing the advantages of the Brunswick phonograph. A special appeal was made on the basis of the educational features for the children and at the bottom of the ad were listed the various classes of records. An attractive offer to send a machine and any records selected from the classes named was made and a coupon furnished for that purpose. This kind of advertising was designed to create in children a better musical appreciation by means of keeping them in touch with the best music.

DALY TO VISIT VIRGINIA TRADE

John R. Daly has become a member of the sales force of the Reed Co., Inc., Pittsburgh, Pa. He will call on the trade in Virginia in the interests of Regina phonographs, Operaphone records. Universal music rolls and the Reed line of booths and fixtures.

NOW THE PLAYER-TONE T. M. CO.

The Goldsmith Furniture Co., 954 Penn avenue, Pittsburgh, Pa., has been changed to the Player-Tone Talking Machine Co., and the address is now 967 Liberty avenue.

DIE CASTINGS

In Tin, Zinc, Lead and Aluminum Alloys

LATROBE DIE & CASTING CO.
LATROBE, PENNA.

NEW YORK OFFICE: 50 CHURCH STREET
Phone Cort. 3869



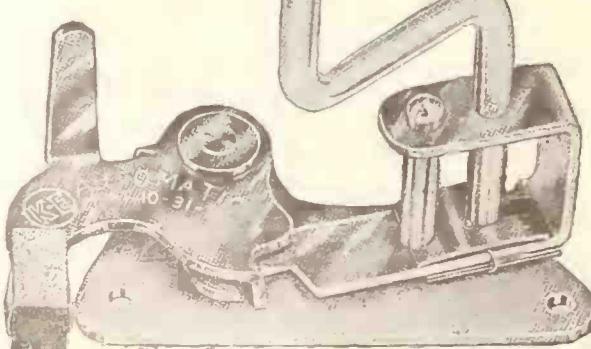
AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

Kirkman Engineering Corporation

237 Lafayette St., New York





Victrola IV, \$25
Oak



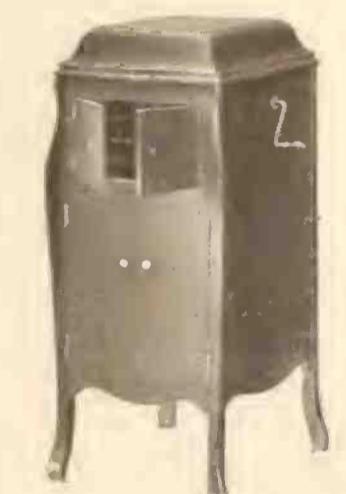
Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$70
Mahogany or oak



Victrola X, \$110
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or walnut



Victor Supremacy

The universal recognition of Victor supremacy is one of the greatest assets of every Victor retailer.

With Victrolas in such splendid variety, Victor retailers can satisfy every demand, and the volume of business is limited only by the individual effort of each retailer.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

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Victrola XIV, \$200
Mahogany or oak

Victrola XVI, \$250
Mahogany or oak
Walnut, \$312.50

Victrola XVI, electric, \$312.50
Mahogany or oak—Walnut, \$375

Victrola XVII, \$300
Mahogany or oak
Walnut, \$365

Victrola XVII, electric, \$365
Mahogany or oak—Walnut \$430



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NEW YORK, SEPTEMBER 15, 1919

DEALERS who sold at retail on time in Great Britain, and particularly in Ireland, before the war quite generally referred to instalment sales as "Kathleen Mavourneens" because "they might be for years and they might be forever." Although retailers in the United States did not adopt the same expression, it would have fitted quite as well into the situation on this side of the water as it did abroad.

In certain quarters there was so much anxiety to make a sale that the income from the sale was a matter of secondary consideration. Conditions were such that retailers must observe established list prices on machines and records. But there were no such fixed regulations regarding instalment terms and the temptation to spread the time of payment over many months was too strong for a great many retailers to resist.

Just now the average retailer of talking machines is seldom called upon to talk terms, inasmuch as there are frequently several customers waiting for each machine as it arrives from the factory, and at least one of them is pretty sure to offer cash as the main reason for securing ownership of the machine.

The proper idea would seem to be to preserve this condition even when the situation changes. Of course, it may not always be possible to demand cash in the face of competition, but there is a certain limit on terms that should be observed rigidly. For every customer who cannot pay for a \$100 machine within six or seven months there can be found, if the dealer really looks for them, a half dozen prospects who will not only pay his terms, but will likely be in a position to talk cash.

Terms, be it said, are just what the dealer makes them. The terms he advertises may be the lowest he will accept, but in the customer's eyes they represent the maximum amount that is expected. On more than one occasion, where ridiculously low terms have been advertised on machines, the prospect has come in and demanded such terms, only to produce the cash when he learned that the retailer was one of those who charged interest on deferred payments.

That the customer accepts the dealer's advertised terms as maximum and is generally willing to do a little better voluntarily has been proven by the experience of at least one concern who for several years has advertised, in the case of pianos, to accept the customer's own terms within reason. People who would have

been well content to meet terms of \$25 down and \$10 a month on a \$350 instrument hesitated about quoting any such terms of their own accord, and the result was that the average of initial and monthly payments was surprisingly high. Less than one per cent. of the customers offered terms that were not immediately acceptable by the house, or were not higher than would have been acceptable under ordinary conditions.

The talking machine dealer in the past couple of years has had a wonderful opportunity to clean up his instalment business. The public is in the mood, and has the cash to pay not only the right price, but pay that price on the right terms. It is up to the retailers whether or not, when the situation changes, they go back to the old conditions. The man who does so displays poor business judgment.

TALKING machine men are quite right generally in their contention that the War Excise Tax on machines and records is really a tax on education, but just now it seems that Congress is not interested to any great extent in education except so far as the efforts of its members may go to convince the public of the power of one or another political party.

Ever since the signing of the armistice industries whose members have suffered, and are suffering, from excise taxes and luxury taxes have sought relief in Washington without avail. Congress has been too busy playing politics to give heed to the cries of the business men, and the result is that members of the music industry, as well as those in other lines of business, may expect to pay special taxes indefinitely.

Congressmen who have been approached declare that there are so many lines of business seeking relief measures that the legislators hesitate to favor one, on the chance of having a host of others line up in protest against their not receiving the same consideration. The thought is now that the Senators will meet and endeavor to formulate some plan for a general legislative measure that will grant relief all along the line, and prove a substitute for the many individual bills that are now in committee.

Meanwhile, the talking machine trade should not lie dormant. It must make its protest loud and prolonged, for the industry that stops fighting is likely to be overlooked. When the Congressmen come home there is afforded the opportunity to make a personal appeal that cannot be ignored. Letters sent to Washington come in competition with hundreds of other letters from other interests, but the spoken word into the ear of the Congressman at the place where he gets his votes may be assumed to have a more direct and lasting effect.

THE school of salesmanship that has been established by the Victor Talking Machine Co., at its headquarters in Camden, N. J., is a trade development the importance of which cannot be ignored, for it represents the first organized effort along that line in the industry. Manufacturers, wholesalers and retailers have in the past given some attention to acquainting salesmen with various details of the business, with a view to increasing their efficiency, but the Victor plan provides for a course of training designed to place the ambitious salesman in possession of information that will enable him to take care of every detail connected with the conduct of a modern talking machine business efficiently and successfully.

It has been maintained, and rightly, that a salesman's efficiency is in direct ratio to his knowledge of the goods he is selling, and this new course is designed primarily to give to the salesman a broader and more detailed knowledge of the best in music as found on the records. Being thus familiar with many more Red Seal records, the salesman can place these records before the clientele of the store so effectively that sales must increase and any chance of an overstock be eliminated.

Conditions in the talking machine trade for years have been peculiar in that many retailers always did a very sizable amount of business without any great selling effort, especially when they devoted most of their attention to the popular numbers. The condition has usually been that the most desirable record of the popular kind, and the leading types of machines also, have been too few to meet nominal demands, and in many cases a retail business has simply developed into a center for order taking. Record experts in the factories have long held, however, that there was a wealth of good things to be found in the various record catalogs,

but that many of these were hidden from the bulk of the trade and from the public through a lack of knowledge of their value. The Victor course in salesmanship is planned to overcome this satisfactorily, and it should not only have the effect of making better salesmen, but should serve directly to develop among the public a still greater knowledge and appreciation of good music.

THE general average of talking machine dealers will be able to sell this fall and winter all the machines of the better grades they will be able to get, but even the most progressive of them will find it very difficult to sell to their prospects the promises of manufacturers and their salesmen. Just now the live retailers, and for that matter those who are not quite so live, are beginning to cast about to find out where they may obtain sufficient machines to meet their requirements, and are most anxious to place orders for such machines. The big problem in some instances, however, is not that of placing orders, but of having them filled.

The retailer who makes even a casual study of manufacturing conditions in the trade must realize that, although earnest efforts are being made to increase production so that it will measure up to the demand, the general situation in the industrial field tends to discount such efforts in a considerable measure. Those who at the first of the year were optimistic regarding the prospects of enjoying a tremendous output of machines and records this fall, or at least an output somewhat larger than the pre-war standard, are in a fair way to be disappointed and realize the fact, and yet there are manufacturers' representatives going about the country promising all kinds of service in the matter of delivery. The larger companies for the most part are conservative, are laying their cards on the table, and are not making promises which they know cannot be kept. The hunger for orders, however, has caused some concerns to make promises regarding deliveries on orders that they know cannot be kept.

It would be well for the retailer in placing his machine and record orders, and particularly the former, to investigate with a view of finding out if the manufacturer can really fill the order as he says. The retailer can, of course, gamble and place orders for two or three times as much stock as he actually requires in the hope of getting enough of the orders filled to serve his purpose. Such a practice is bad both for the dealer and for the honest manufacturer. The thing to do is to make sure that the manufacturer can keep his promises on delivery, place an order to cover actual requirements, and then see that the order is filled according to specifications. There is enough uncertainty in the trade to-day regarding the production question without adding to the troubles of the retailers by booking orders just for sake of placing them on file. It is a practice to be discouraged in justice to the manufacturer who is honest with his trade and is promising only that which he knows he can accomplish.

TALKING machines and records are constantly gaining new prestige in educational circles as their value becomes more fully appreciated. Whereas only a few years ago talking machines were practically unheard of in schools and colleges and the representatives of the educational departments maintained by manufacturers had difficulty in persuading educators to listen to the special records and to the arguments that they were prepared to present, we find a condition to-day wherein a convention of educators in any part of the United States would hardly be considered complete unless there was on hand a representative of some talking machine company prepared to tell of the part that instrument plays in the training of the child mind.

In carrying on this educational work the basic idea has naturally been commercial. There were, of course, a certain number of machines and records to be sold to the schools, which meant immediate business and profit for the retailers ready to take advantage of it. But there was a bigger thought. Every installation of a machine and record library in a school served to acquaint just that many more children, and through them their families, with the desirability of the talking machine not only for the school but for the home.

It was essentially a business-building campaign, but in working for more business the educational departments have done even a greater service for the public at large. They have, through their efforts, given not only to the educators and to the students a new conception of music and what it means, but have been instrumental in bringing the same message into the homes. This development of musical appreciation in the child mind will prove the basis of a musical instrument demand in the future. The effect is going to be felt in every branch of the industry, and will prove a tremendous force in impressing the public with the fact that music in some form or another is not only desirable, but is distinctly essential. It is a work in which commercialism and idealism meet on an equal plane.

THE story comes of a talking machine dealer, who, like many others, was selling from sample and promising later deliveries, but who had the misfortune of having his premises gutted by fire and his record of sales destroyed. He was at a loss how to trace all the people who had placed orders for machines for later delivery and was in quite a quandary. Purely by accident, however, he left a box in which a large machine had come standing on the sidewalk. In the course of one morning a half dozen people dropped in to inquire if that was their particular machine that had arrived and the case was allowed to remain on the sidewalk until a large percentage of the list was completed.

It was simply an instance that goes to show just how anxious the buying public is to secure more talking machines than are available at the present time and presages great activity for an indefinite period to come.

With Pep, Wim and Wigor

*I'm Back on the job, full of energy for a busy Fall.
People have oodles of money, with a great big desire for music.
All I can see is tremendous sales of Victrolas and Victor Records.
And Pearsall Services will be well taken care of.—The Pearsall
Kid (P. K. for short).*



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, N. Y.

Painstaking and Intelligent Service Brings Big Dividends to Merchant Who Offers It

George M. Parker, of the Bush & Lane Piano Co., of Seattle, Wash., has very definite ideas on the matter of service and his ideas regarding ways and means for putting over new talking machine deals are always novel and productive of good results. On a recent visit to New York he told a story which illustrates a point of service which should interest every talking machine dealer who is looking for ideas which will lead to bigger and better business.

One evening after the store had been closed and Mr. Parker, who had finished a little overtime work, was ready to leave, the telephone bell rang insistently and when Mr. Parker answered it the man at the other end of the wire said that he lived on the outskirts of the city, had just arrived home, and had forgotten to buy phonograph needles. He had purchased several new records elsewhere and was expecting to entertain a dinner party, which was to be enlivened by the music of the new records. He stated frankly that he was up against it, that he had tried other stores, especially the one he had done business with recently, but they were all closed and he wanted to know if Bush & Lane, or the man answering the phone for Bush & Lane, would be willing to send the needles out to him. He would be glad to pay the messenger, he concluded.

"Certainly," replied Mr. Parker. "I will see that you receive the needles within a half-hour. Good-bye." The fact that the customer had never traded with their store before did not make any difference to Mr. Parker. He saw an opportunity and grasped it.

He immediately got packages of loud, medium and soft needles, jumped into his car and broke the speed limit on the way to get the needles out. He did the three miles in ten minutes and delivered the needles, as the customer himself stated, in what seemed to be but a minute or two after he had left the telephone.

When the customer saw that Mr. Parker (whom he knew) had delivered the needles himself in his own automobile, instead of sending them out by messenger, he was embarrassed and hardly knew what to say. He felt that he could not offer to pay Mr. Parker a messenger boy's fee and a bit awkwardly asked the price of the needles.

"Oh, that's all right," said Mr. Parker. "I didn't make out any sales slip for these needles and so I can't take anything from you now. Just drop in the next time you are downtown at any time that's convenient. You can then pay the regular price of the needles when we enter the sale in our usual way. We are certainly glad to be of service to you," and with a smile Mr. Parker departed.

Needless to say, the customer made it a point to drop in the next day and pay for the three packages of needles. This was just what Mr. Parker wanted, as it gave him an opportunity to show him his demonstration rooms, the large stock of records, and gave him a chance to explain just what Bush & Lane service is.

"Since that time," said Mr. Parker, "he has become one of my best record customers and has practically delivered three fine phonograph

sales right into my hands without any effort on my part."

To get a customer really enthusiastic all you have to do is to see that he gets more than he thinks he is ordinarily entitled to, in service, courtesy and value, and the little incident which Mr. Parker relates can be taken to heart by everyone who has goods to sell.

The above story appeared in the Sonora Bell and is reproduced as a good example of how a talking machine dealer can build for the future by paying attention to small details and opportunities for service that come when least expected and might be passed by as a waste of time by those who are not awake to the value of real service.

SAN ANTONIO EDISON SHOP OPENS

The A. E. Byers Phonograph Shop, San Antonio, Tex., recently held a formal opening of the new store at 310 West Commerce street, at which some interesting tone tests were held. The duet played with the Edison by Frank Hernandez, violin soloist with the San Antonio Symphony Orchestra, proved one of the most entertaining features of the program, while the handsome assortment of New Edison models on display around the rooms aroused much favorable comment from those present.

The store in Saco, Me., formerly occupied by a painting firm is being remodeled and made into a talking machine and record store. This new store will be under the management of William Streeter.

announcing the new 10-inch double-disc Emerson Record

It's on the market now—a substantial list is ready for immediate delivery. We refer to the new 10-inch double-disc Gold Seal Emerson Record in the green envelope.

This is good news for Emerson dealers, both present and prospective.

These 10-inchers play the new song and dance hits which Emerson as usual gets out right and gets out quick.

For quick action call Bryant 1656.

Emerson Record Sales Company, Inc.

Exclusive Metropolitan Distributors

6 West 48th Street, New York City

Emerson

Records

AEOLIAN-VOCALION

*Representation and
the New Vocalion Line*

ALREADY much Vocalion territory has been assigned—Vocalion representation is recognized as the most desirable and profitable any dealer can secure. The number of firms manufacturing phonographs is rapidly increasing. Stencil instruments are making their appearance, and the time is rapidly approaching when conditions will be similar to those obtaining in the piano trade. Among a flood of unknown and unrecognized instruments a few will stand out, the names of which will be their guarantee of quality and salability.

The Aeolian-Vocalion is not only far in the lead today as a “quality” instrument, but the history of its manufacturers is certainty of its remaining so.

THE AEOLIAN COMPANY

Makers of the Aeolian-Vocalion—the Greater Phonograph

NEW YORK

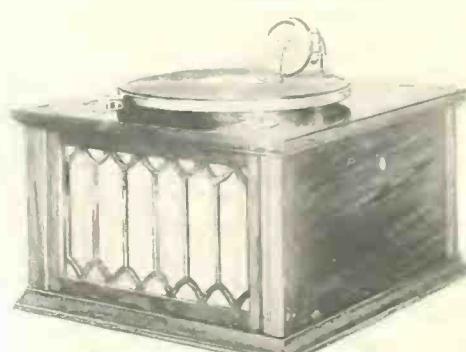
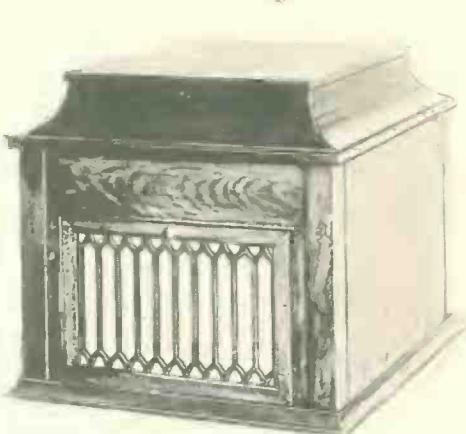
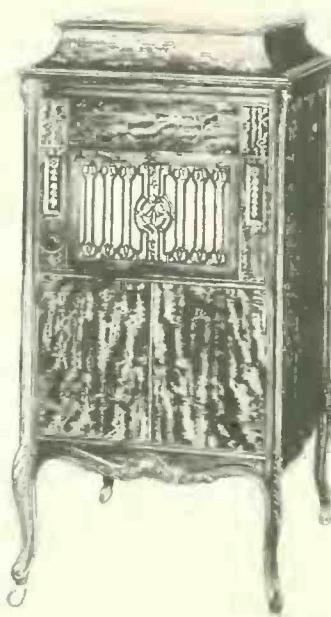
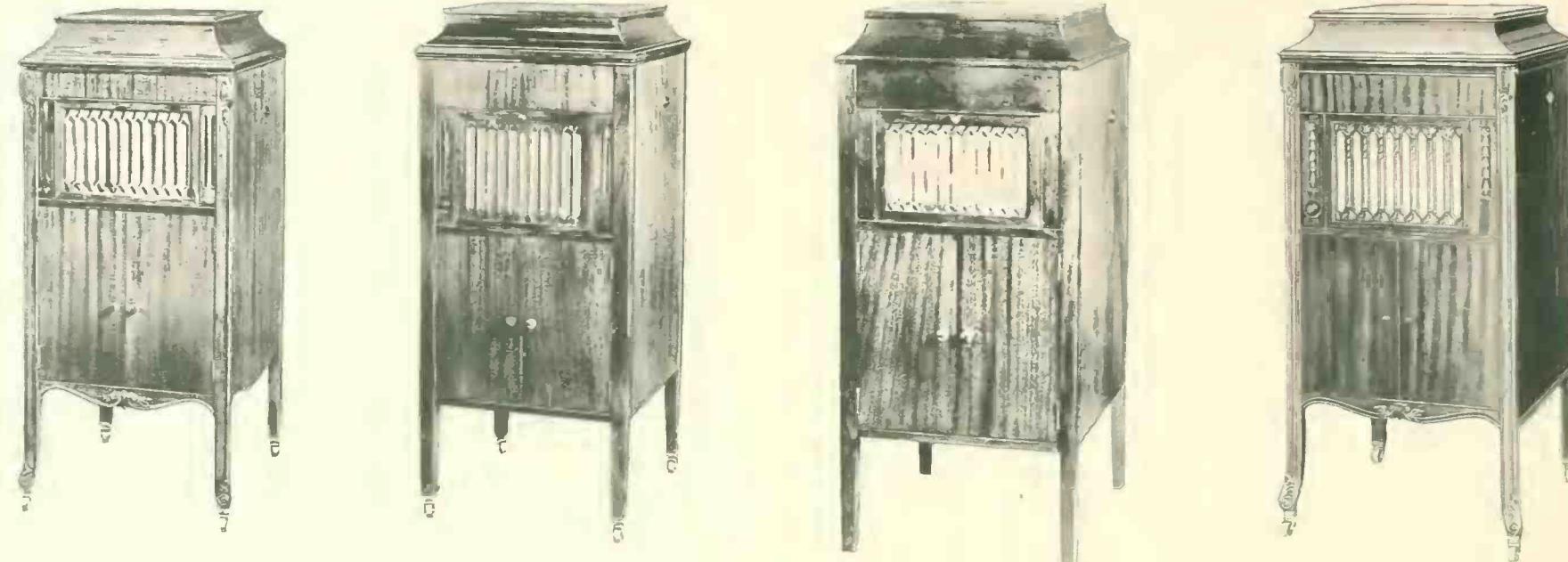
LONDON

PARIS

MELBOURNE

SYDNEY

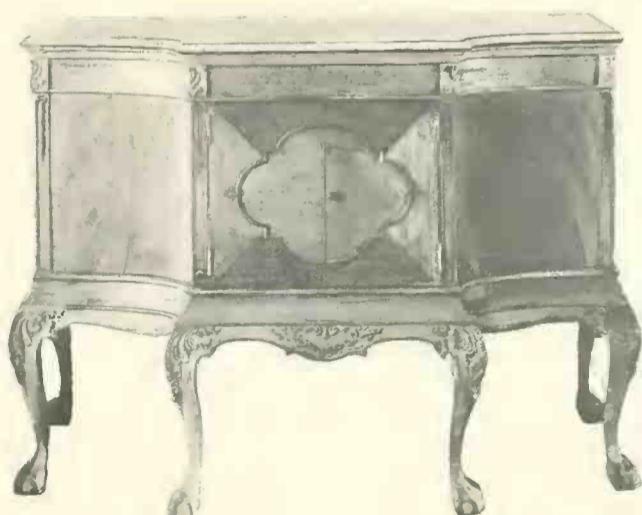
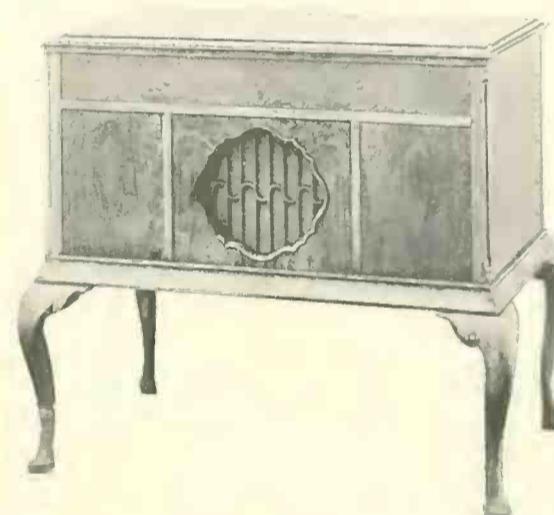
MADRID



THE NEW CONVENTIONAL MODELS

THE distinguishing features of the Vocalion line, which is larger and more complete than that of any other phonograph on the market, are the good taste displayed in conventional models and the group of Period models which far surpass anything hitherto known in connection with the phonograph.

The instruments in the new line of conventional models shown on this page differ from those in the previous line not only in design and dimensions but in quality and volume of tone as well.



THE NEW PERIOD MODELS

THE line of Period Vocalions includes thirteen distinct instruments which reflect the broad experience and ample artistic capacity of the Aeolian Company's department of design and case-making. Not only are they the most artistic and unusual phonographs ever displayed but their prices are exceedingly moderate.

The Aeolian Company's own experience as retailers on a very large scale has enabled it to construct a group of instruments in both lines, that abound in valuable material for sales propaganda.

Distributors of the Aeolian-Vocalion and Vocalion Record

NORDHEIMER PIANO & MUSIC CO., Ltd.,
Toronto, Canada
THE AEOLIAN COMPANY . . . Chicago, Ill.
THE AEOLIAN COMPANY . . . Cincinnati, Ohio
THE AEOLIAN COMPANY . . . St. Louis, Mo.
CLUETT & SONS, . . . Troy, N. Y.
CONSOLIDATED MUSIC COMPANY
Salt Lake City, Utah
B. DREHER'S SONS COMPANY, . . Cleveland, Ohio

EMERALD COMPANY . . . Birmingham, Ala.
GUEST PIANO COMPANY . . . Burlington, Iowa
D. H. HOLMES COMPANY, Ltd., New Orleans, La.
O. J. DE MOLL & CO. . . Washington, D. C.
STONE PIANO CO.
Fargo, N. D., and Minneapolis, Minn.
TITCHE-GOETTINGER COMPANY, Dallas, Texas
R. W. TYLER COMPANY . . . Wheeling, W. Va.
VOCALION COMPANY OF BOSTON, Boston, Mass.

The AEOLIAN VOCALION

The PHONOGRAPH OF DISTINCTION



CHEN the Aeolian Company entered the field of phonograph manufacture, it brought a new influence into the industry.

Up to that time, the development of the phonograph had been largely along scientific and mechanical lines. And the results accomplished, while truly remarkable, were not of a nature to raise it to a position of dignity and importance as a musical instrument.

The Aeolian Company, better than any other concern in the world, was in a position to add what was needed to elevate the phonograph. The musical knowledge, mechanical skill, and artistic experience acquired by this house in its development of other instruments, peculiarly fitted it to cope with the problems connected with the manufacture of the phonograph.

Serious musical instruments, such as pipe-organs, grand pianos, player-pianos, reproducing-pianos—all present

different and difficult problems. In its solution of these the Aeolian Company has been pre-eminently successful. No other instrument of these types share the prestige of popularity—either here or in Europe—of the Aeolian Residence Organ, the Weber Piano, the Steinway Pianola, or the famous Duo-Art Pianola Piano.

The phonograph and record made by the Aeolian Company—the celebrated Aeolian-Vocalion and Vocalion Record—are typical achievements. Together they represent the highest point yet reached in the reproduction of musical tones.

Moreover, the Vocalion's exclusive feature—the Graduola—which permits personal and artistic control of tone, together with the new standard of beauty and good taste in case design and finish evident in the instrument, raise the Vocalion to a position of unchallenged distinction and leadership in its field.

VOCALION PERIOD MODELS—The most beautiful of phonographs. Exquisite cabinet designs after the masters of the classic periods. Priced from \$265.00. Conventional models of the Vocalion, with Graduola, from \$140.00; without Graduola, from \$50.00.

THE AEOLIAN COMPANY

LONDON—PARIS AEOLIAN HALL, NEW YORK CITY MADRID—MELBOURNE
Makers of the Duo-Art Pianola—Largest Manufacturers of Musical Instruments in the World
Canadian Distributors: The Nordheimer Piano and Music Company, Ltd., Toronto



Above is a reproduction of one of the color pages appearing in the *Saturday Evening Post* and other mediums as part of the large and impressive advertising campaign being conducted for the Aeolian-Vocalion and Vocalion Record

VALUE OF DEALERS' SERVICE

Tie-up With National Advertising Commended in Printers' Ink—H. L. Tuers Outlines Working of Columbia Dealers' Service Department

The thoroughness with which the tie-up by the dealers with the national advertising has been worked out is given as one of the most significant factors in the rapid growth of the Columbia Co. This forms the basis of a discussion on successful advertising in a recent issue of Printers' Ink. The complete union between the national advertising and the dealer helps makes the advertising of the company noticed whether or not the copy itself is read. One of the most important features of this kind of advertising is to have plans laid far enough ahead to make it possible to have all display material prepared and in the hands of the dealers at the proper time. H. L. Tuers, manager of the Columbia dealers' service department, explains the workings of his department as follows:

"To begin with, it is necessary, of course, to have our national advertising prepared far enough ahead to enable us to conform to it in getting out our dealers' helps. These include an artistic cut-out for window display, an elaborate portfolio containing a reproduction of the month's magazine advertisement and many illustrations in colors, together with dealer advertisements in English and other languages, a panel hanger, reproducing in colors the magazine advertisement; our monthly house organ, the Columbia Record; a catalog with a cover that emphasizes the same idea and occasionally an artistic poster and now and then some novelty. Every unit that goes into the combination reflects the national advertising motif. These units may be used separately or in combination at the dealer's convenience.

"There is an additional use for which these dealer helps are intended. With each set we furnish a container so that the dealer may keep a file. Frequently our monthly campaign features some singer or other artist. If later that particular artist is billed for a concert or any other kind of an engagement in the dealer's town he has our window cut-outs, the record stands and other materials with which to make a special window display."

BIG ORDERS FOR UNIVERSAL MOTOR

Williamsport Man Visiting New York and the East Reports Exceptional Business

G. M. Willson, head of the Willson Sales Co., Williamsport, Pa., has spent several weeks calling on manufacturers in the talking machine industry in New York, Philadelphia, etc. In talking with The World he said that the manufacturers called upon were, without exception, greatly oversold. He added that he had been successful in closing some large orders for the Universal motor, which he represents throughout the Eastern section of the United States. Mr. Willson is planning to take a trip through the West the early part of September.

Talking Machine CABINETS TO THE TRADE

All Styles Made to Order
Lowest Net Prices

Manufacturers Sales Co.
NORRISTOWN, PA.

PITTSBURGH EMPLOYEES' OUTING

Members of Pittsburgh Branch of the Columbia Graphophone Co. Have Gay Time

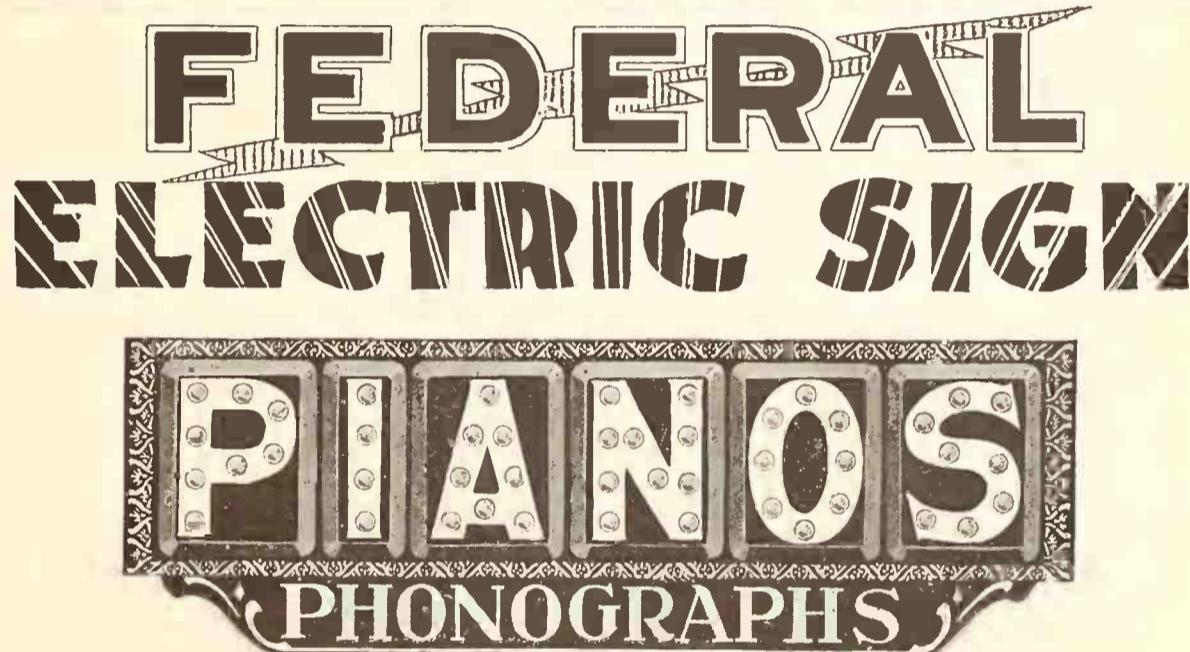
Employes of the Pittsburgh branch of the Columbia Graphophone Co., including the Dictaphone, held their August outing last month at Wexford Park, in that city. There was plenty of fun and excitement every minute from noon until the strains of "Home Sweet Home" by the jazzy Ginger Four broke the sad news of departure. All kinds of games featured the program and the entertainment committee, consisting of Grace Vaughn, Alice Repetto and George Holmstrom, came in for much congratulation for their work, which turned out well in spite of a few difficulties in starting. Manager S. H. Nichols decided to umpire the ball game between the Pirates and the Giants, but disclaims any responsibility for the result. The committee is working on plans for a corn roast in September and every one is eager for it.

CHARLES E. WILLIS JOINS REED CO.

Charles E. Willis, formerly assistant manager of the W. F. Frederick Piano Co.'s wholesale Victor department, Pittsburgh, Pa., has joined the forces of the Reed Co., Inc., wholesale distributors of Reginas, Operaphone records, Universal music rolls and accessories. Mr. Willis is well known to the Pittsburgh trade, having been with the C. C. Mellor Co., of that city, and will cover the territory in western Pennsylvania.

NEW HOME FOR NAOMI MUSIC CO.

The Naomi Music Co., Jacksonville, Fla., is now occupying its new home on West Adams street, where the New Edison is featured in effective window display and advertising. Manager J. D. Flemming is constantly adding new features and improvements to the store and the attractive demonstration booths are making a hit with the music lovers of Jacksonville.

**- 12 MONTHS TO PAY**

You have 12 months to pay for this beautiful sign. The first payment brings you the sign.

- Needs Only Occasional Washing

This beautiful porcelain enameled steel sign with its blue and white finish baked on cannot rust, rot, fade nor peel. An occasional washing will keep its smooth surface sparkling like new. It never needs painting nor refinishing. The only cost of upkeep is a few cents a day for electricity.

This beautiful electric sign acts as a cheerful salesman inviting people to trade with you. Draws business like a magnet from blocks in each direction as well as from the cross streets and puts a "center-of-the-block" location on a par with the corner location. It is the sign you need—Gain a step on competition—Send the coupon today.

FEDERAL ELECTRIC COMPANY

representing

Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send me full information on Porcelain-enameded Steel Sign for my business. Explain your 12-months-to-pay Plan

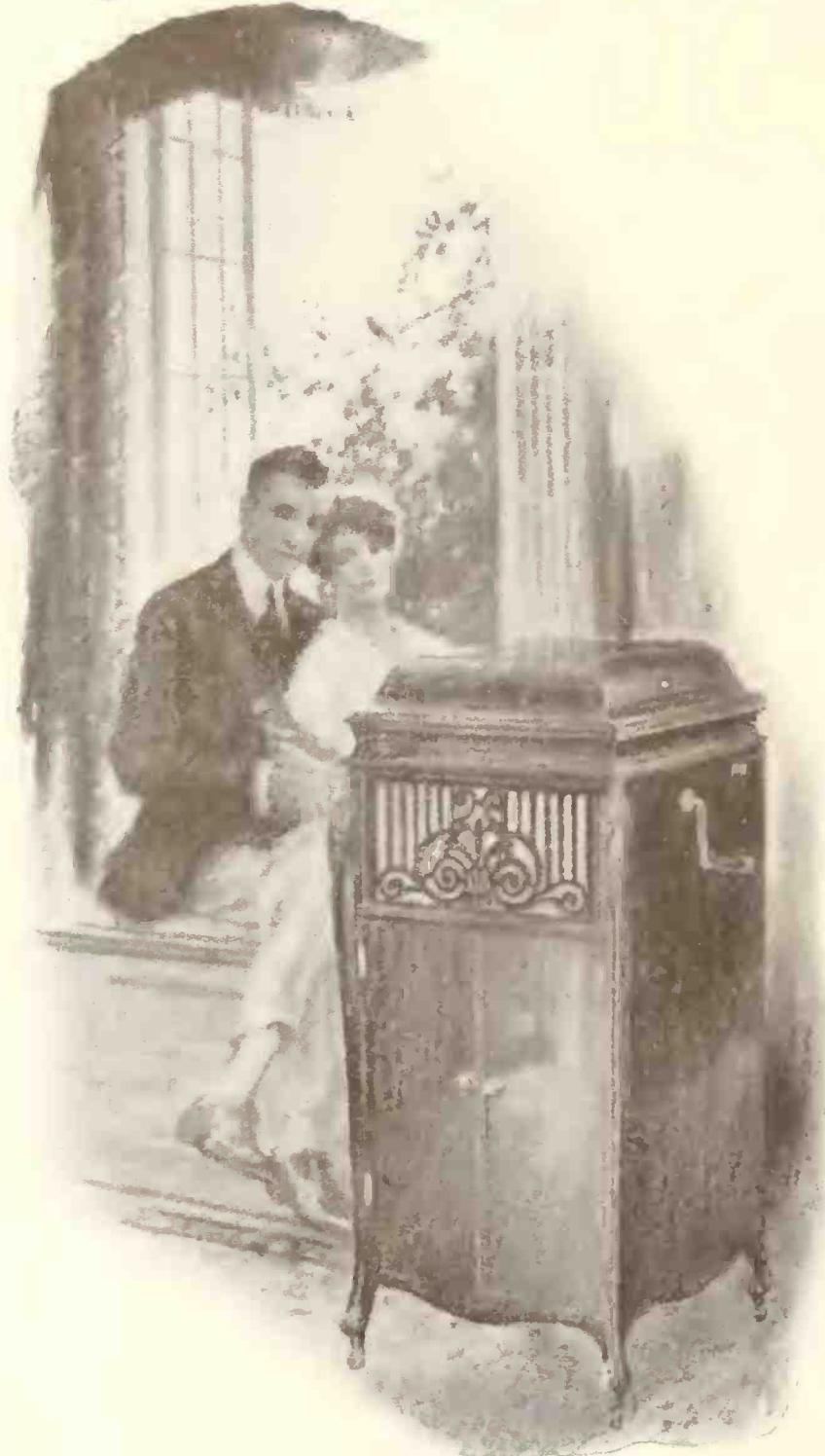
Name City State

Street and No. Business

Store Frontage No. of Floors

(T-M-W 9)

The Phonograph of Marvelous Tone



There are many good phonographs on the market.

Those without a reputation can sacrifice in quality—some little touch of thoroughness or excellence—in order to meet existing conditions.

The VITANOLA cannot. It has a reputation to sustain, and a splendid capital of accumulated confidence which must be passed on unimpaired.

Vitanola Talking
Machine Co.

508 West 35th St., Chicago, Ill.

Metropolitan Sales Representatives

M. M. ROEMER SALES CORP.
332-334 Eighth Avenue
New York Telephone: Chelsea 2183

We invite the co-operation of live dealers, everywhere, in meeting the demand for VITANOLA. Send for our attractive proposition. Also ask for your copy of "Making a Phonograph Department Pay." It is brimful of business building helps.

Exclusive Vitanola Features:
Famous Duplex Tone Arm
Octagonal Reproducer
Perfected Sound Amplifier
Improved Tone Modifier

VITANOLA
Plays ALL Records - Natural as Life

Selling the Talking Machine Successfully in the Small Town Territory :: By W. B. Stoddard

It is the small town that needs entertainment more than the big cities. The young, especially, crave to see and hear the great actors, singers, musicians, dancers and artists of all kinds. The movies have helped to solve the problem of keeping the young people in the home town, by bringing to them scores of great actors, dancers and mimics whom they could never hope otherwise to see. But it is the talking machine which has been of the greatest educational value, as it enables them to hear all the wonderful instrumentalists and singers as truly and naturally as their more fortunate city cousins. It stands to reason, then, that there is a big field to work in the small towns and surrounding country. But, asks the talking machine agent, how am I going to get people interested? The best way to answer this is to cite some of the methods pursued by various small town dealers who have really met with success in following out their specified selling plans in their territories.

A One-Horse Store

Tim Sammons, Triumph, Minn., has worked up a thriving business with his One-Horse Store. The name was applied in derision when he opened up his store in the diminutive town a number of years ago—but, like the man in the song, when he was handed a lemon he just “made the lemon-aid.” He adopted it as the name of the store, and had a cut made of a horse’s head, which he uses on all his stationery. Having taken the agency for a line of talking machines he determined to let everybody within auto distance—most of the farmers in the progressive Northwest own a flivver at least—know that he had them, and, what was more, was going to SELL them. He got out a little store paper, which he kept on hand for all who called. In this he told some of the delights of a talking machine as a relaxation after the day’s work, while to the younger generation he told how well adapted it was to playing dance music. To the musically inclined he told how it enabled one to hear Caruso, and Farrar, and Heifetz; while to the student he showed how foreign languages, with the proper pronunciation of every word, could be learned through its educational records. He likewise made it a point to become the friend of everybody—the personal element counting for much more in rural than in an urban community.

Post Card Plan to Introduce Hits

One of his clever schemes for working up an interest in new records was his post card plan. He took his son with him to the city to do his semi-annual buying, and while there stepped into a photo studio and had the picture of himself and boy imprinted on a card. He had several hundred of these printed, and below the picture was written: “Alden and I are in the Twin Cities buying our holiday goods, and we have found many wonderful bargains. We will have a part of them on display at THE ONE-HORSE STORE next week, upon our return. Among them are a score of the newest records. We are going to have a concert at the store next Saturday evening. Bring your family and come and enjoy a pleasant social evening.” By making his store a community center he brought out the people for miles around, and while he did not attempt to commercialize his concerts it was very natural that all who came to town would make their needed purchases at that time. His gospel is very simple: “Persuade the people they’re losing money by not trading with you, and you can’t keep them away from the store. So far as the talking machine end is concerned, if one will keep hammering away at sales of ma-

chines, keep a well-assorted stock of records, and advertise freely, he is bound to make a success of his business.”

Selling the Farmer Trade

Ankeny’s, Corning, Iowa, situated in the midst of a large farming community, makes a specialty of the service rendered by him. Just as an example, he has established a big stone drinking fountain, with water free for all. Of course scores come in who do not purchase, but they all know Ankeny’s, and when in need of merchandise their feet trip pretty regularly in that direction. A talking machine is in oper-

the busy hours of the day, thereby greatly increasing the chances of making a sale.

Children’s Interest Worth While

Now that school is about to open the children may be made very active agents for giving publicity to talking machines. Lansburgh & Bros. recently boosted their sales by offering a handsome Grafonola to the room in the public schools whose purchases for the month amounted to the greatest sum. Anybody could have his purchases credited to any room he desired, and the way those children did pull for their respective room was good to see. The plan worked a threefold advantage, it increased the general sales, it called attention to their talking machines, and it created a demand for more records—for with every machine sold there was a new market for records.

Striking Displays for Records

And speaking of records, in order to get them before the public they should be displayed in a striking manner. A trim that could easily be arranged by any dealer was noticed in one of the small towns of northern Illinois recently. In the background was built a bamboo arch—laths could be substituted if given a coat of paint—festooned with paper flowers and the end hung with gay Chinese lanterns. Fastened to this arch and displayed in wire racks down in front were a number of huge paper sunflowers, each having one of the black records for a heart. Set in the archway was a big black card, lettered in white and gold, with the name and price of a number of the latest vocal and instrumental hits. Such a display is bound to bring results, for it is the getting away from the stereotyped and the commonplace that counts to-day.

ENLARGED THEIR DEPARTMENT

Maher Bros., Jackson, Mich., have just enlarged their talking machine department, and now have fourteen record hearing rooms and their large record stock on the first floor of their store, which takes the major part of the floor. These gentlemen are among the oldest Victrola dealers in the State of Michigan.

Knowing When and How to Approach the Rural Prospect Most Effectively is the Secret of Success . . .

ation the greater part of the time, the records containing many classic selections, as well as the latest popular ballads. Mr. Ankeny has fitted up a runabout, on which he can carry a talking machine, and whenever he can get away from the store he is outside soliciting business for that department. He has found this branch of business a moneymaker and limited only by the time he can put in soliciting—in other words, the more time he puts in the larger the sales. Of his plan he says: “After-supper calls are very convenient for the farmers. At that time of the day the farmers have nothing to do and are glad to have such a caller to relieve the monotony of the evening. They can spend plenty of time listening to a demonstration and are more in the mood to buy than they would be if approached during

Pathé Superior Quality coupled with Fischer Superior Service

Makes Dollars for Dealers

ASK us for Agency proposition NOW

THE FISCHER COMPANY

OLDEST PATHÉ JOBBER

CLEVELAND
943-947 Chestnut Avenue



CINCINNATI
44-46 Vine Street

Edison Message No. 47

"Being a thoroughbred has saved more souls than penance and punishment, it has rescued more business enterprizes than shrewdness, it has won more battles and more games, and altogether felicitously loosed more hard knots in the tangled skein of destiny than any other virtue."

Thus said Dr. Frank Crane.

To be a thoroughbred makes it easier to travel the road to success. The Edison dealer who keeps step with Edison Sales Methods is a thoroughbred—and a success.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

THE TRADE JOURNAL AS AN AID TO BUSINESS EFFICIENCY

G. D. Crain, Jr., in Address Before Louisville, Ky., Rotary Club, Presented Some Strong and Illuminating Facts Regarding the Part Played by the Trade Journal in Business

I believe I am safe in saying that the dominating idea of the present, as far as the commercial world is concerned, is greater efficiency. The problem of doing the thing better, or more quickly, or more cheaply, has been studied at every point, from the factory to the consumer; and the science of management has been evolved from a consideration of the details going into the production of goods or sales in the best possible way.

The trade journal, as I see it, has been more responsible than any other one thing for the increased efficiency of the modern business man.

This is, of course, a broad statement, and yet I believe consideration of the facts will demonstrate its truth. In the first place, it has provided a medium for the discussion of new ideas; and in the second, it has developed a lot of them of its own initiative.

Whenever a new plan for improving methods of production or management is evolved, the best place to get a clear, complete and authoritative statement of it is in the pages of the trade journals covering the fields affected. It will be there—you can count on that. And, on the other hand, whenever anybody discovers that he has a better system of cost accounting, or a better method of handling material than has been used in his line previously, he is pretty likely to tell the trade journals about it sooner or later, directly or indirectly.

A Sign of the Live Man

And this leads me to remark upon a peculiar and interesting coincidence, and that is that the live wires of every business are invariably the men who read their trade journals most closely. I do not say that they are live wires because they read trade journals; it may be a cause, instead of an effect. But, at any rate, it is certainly significant that the men who are making the biggest successes are those who are giving close attention to the business papers in their respective fields, and are using them in a way to get out of them all the value they possess.

In the trade journal, when an ideal condition is realized, as it frequently is, members of the business pool their experiences, the sum total being definite and established facts that can be relied upon to help everybody in the business.

If the trade journal is in the news class, perhaps giving members of the trade in which it is interested timely information on the movement of the leading commodities, it has correspondents located in the principal cities, and these furnish a complete and reliable story of the developments of the industry.

The typical trade journal of to-day is chiefly educational in character, and smacks more of the magazine than the newspaper, although in many lines the market or news feature will always be predominant.

Whatever its plan of production, the twentieth century trade journal has a service to perform, and it performs it. It has something of value to say to its readers, and it usually says it in an interesting and convincing manner. It has the intimate touch, the familiar tone, the vocabulary and the ideas of the man in the business it reaches; it is by, for and of that business, and consequently it has a value that no merely general publication could ever hope to have.

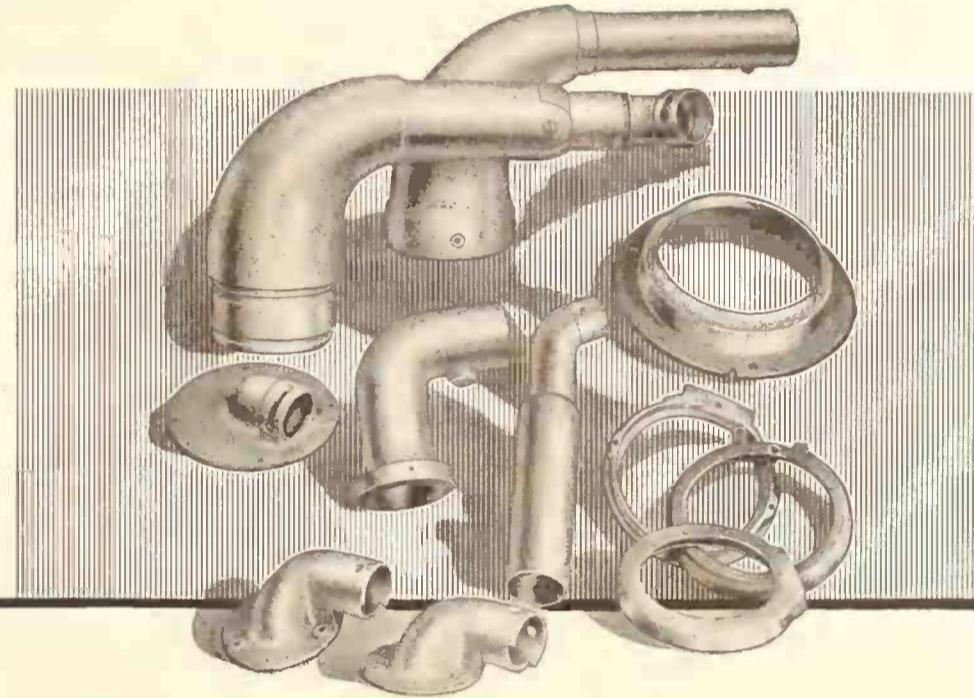
This, incidentally, makes the trade journal, reaching a carefully selected class, a remarkably productive advertising medium. When the average person thinks of advertising, it is in connection with the newspapers or magazines, which are what the experts call consumer publications. Consequently, the big national advertising campaigns which are intended to make the name and characteristics of a product known to the general public are featured in periodicals of that character. But it is a fact that some of the largest and most successful advertising campaigns on record have been conducted almost altogether in the trade publications. The public generally never hears of them, and it is not intended that it should. But they are getting results of a definite, measurable character.

I believe that the advertising of the future will

be largely confined to just such carefully selected mediums. I do not mean to say that the general magazines will cease to exist; but that there will be fewer of them, and that they will carry less advertising, as the manufacturer finds that he can get the same results at a smaller cost by using the trade journal for distribution and the newspaper for local sales work, with the technical papers forming the link between producer and consumer of products not distributed generally, such as machinery.

Made to Read

If I were permitted to make one plea on behalf of the trade paper, it is this: Use it. The journal that is published for a special class cannot accomplish its purpose unless it numbers among its readers a fair percentage of those in that class. And merely subscribing to such a paper does not end the job. It should be read carefully, from "kiver to kiver," as the old darky said, including the advertising. No one can do this without benefiting; the benefit will be measured by the interest put into the study.



Every Die Casting Is Special

When you buy die castings you are buying service and skilled labor, not a stock commodity. Furthermore, the service of no two die casting companies is any more alike than the designs of two architects.

The work of this organization has its own individuality and character. Its personnel includes many of the most skilled men in the industry—its equipment is surpassed by none.

Precision Castings are furnished in great quantities within such limits as $\pm .001$ to $\pm .004$. Think of the time saved in machining and assembling—the floor space, equipment, and men released for other duties.

To be SURE of the results you seek, choose an organization with the necessary qualifications.

Let our engineering department show you how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS COMPANY, INC.
SYRACUSE, NEW YORK.

DIE CASTING PLANT, SYRACUSE, N. Y.

Brass, Bronze and Aluminum Foundry, Pontiac, Mich.

PRECISION

A necessity to
all talking
machine owners

Adds life and
tone. Should
be used on all
records before playing

"Dustoff" Record Cleaner

Reproducing vocal records natural as the human voice. No scratching or harshness. A seller for 8 successful years. 3 models. 25c, 35c, 50c each. Packed for counter display. Name your jobber. Write for samples.

W. I. SCHWAB, Mir. 128 No. Main St., Providence, R. I.

Retailers Should Make Full Use of Literature Supplied to Them by the Manufacturers

A canvass of the talking machine dealers in the Metropolitan district has brought out the fact that far too many dealers do not realize the importance of their own industry and fail to take advantage of the great mass of literature put out by the manufacturers. This literature is designed to help the individual dealer and make it possible for any dealer in whatever locality or circumstances to do a better business. Americanism has been the slogan for the past four years and thousands upon thousands of our present citizens who have come from distant shores have been given a better understanding of the aims and ideals of this country. But the fact that they have become Americans does not mean that they have banished forever the memories of the past or the recollections of their early days as children. With most of them, more than with native-born Americans perhaps, music has had a more present and vital part in their mental growth. Those who came to this country from ten to twenty years ago have noted the difference in regard to music. This difference has caused America to be known as a nation far from musical and it is only comparatively recently that music has been recognized as a vital human need and has been given its proper place in the every-day life of every man, woman and child.

Educational Value of Talking Machine

In this broadening and cultural expansion the talking machine has played a part which in importance is hard to fully realize. It has made the industry to-day one of the wonders of modern times and it has grown to proportions which even the most optimistic enthusiast a decade ago could never dream of. The talking machine dealer has played an important, even if at times unconscious, part in this progress and yet to-day some of these dealers do not realize the importance of their work. This statement is not by any means based on sentimental grounds. It is sound business that the public should be made to realize the need for music, for that means greater sales of machines and records. The great manufacturing companies have carried on nation-wide campaigns of education, founded upon sound business principles, and the fact that it was at the same time a worthy purpose and a benefit to all Americans was purely incidental. This does not at all detract from the credit due these companies for their work, which has at times been carried beyond the bounds which plain business would demand. They have come in for their share of praise, but what of the dealer?

The Dealer Keeps Up the Contact

The dealer is the one with whom the actual

buying public comes most in contact, and his success is in a measure due to the work carried on by the manufacturers. That is to say, the normal run of business is brought to the dealer simply through the national advertising of the manufacturer. Up to a certain point every dealer is on the same basis. Beyond that point individual effort marks the difference between mediocrity and prominence. The great mass of literature prepared by the manufacturers is designed to help the dealer and the way in which the dealer uses this literature is responsible for his success or failure.

As a case in point we cite the foreign record

Publicity Material Serves to Keep Up and Strengthen Con- tact Between the Deal- er and the Public

supplements put out by the Victor Co. These supplements cover sixteen different languages and are designed to appeal to the people of each one of these races. In the Metropolitan district there are many nationalities, more noticeable than in other parts of the country because of their close proximity to one another. These, or a large part of them, have become American citizens through the natural process of education and assimilation. They are the best prospects of the talking machine industry and are steady record buyers. That they are colonized in certain sections is natural and gives rise to the "class trade" found in various parts of New York. This can be applied to the country as a whole, but for purposes of illustration New York is a good example and what obtains there can be applied to the whole country as well. The foreign-born element has brought out the need for foreign language records and supplements and likewise foreign advertising.

Handling the Foreign Trade

Dealers in these foreign colony sections have a certain class of trade demanding a certain type of music. No matter what type this may be the manufacturers have anticipated the demand and have furnished literature, window

display cards and everything conceivable to interest these people. All this material is available to the talking machine dealer and it is noteworthy that the successful dealer is the one who has used it to good advantage.

It is but natural that these people should have a love for the instruments and music of their native lands and the dealer who can supply this music and can furnish them literature in their own language, telling them all about it, is the dealer who is making the best of his opportunities for building up trade. This does not hinder one bit the Americanization of these people, but in reality is an aid, for once they have become talking machine users and gradually become more familiar with English they come to know American music at its best. Native Americans born in the South have a natural liking for the Southern melodies, an Irishman loves the ballads of the Emerald Isle, the Englishman likes to hear the folk songs of his native shire, and so it goes. These are the facts and it is up to the dealer to answer the demand.

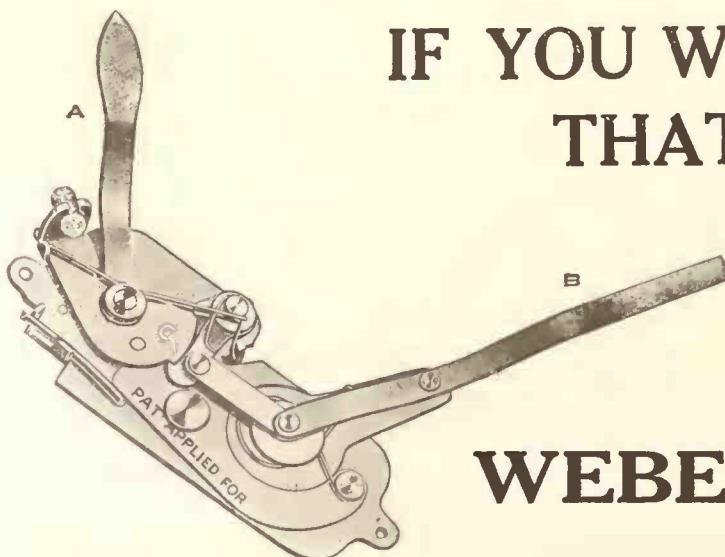
To neglect the material furnished by the manufacturer is to admit a lack of business judgment on the part of the dealer. Material enough is furnished to enable each dealer to change his window display and local advertising at least once each month and keep up with the changes in the national advertising.

Opportunities Should Be Utilized

It is a regrettable fact that there are dealers who pay no attention to the foreign supplements placed in their hands. They are content with enough trade to keep their business going and are not energetic enough to build for the future. And it requires so little effort to do this, with the material offered and at hand. The betterment of any industry comes easiest and best from the bottom. To begin at the top is a laborious and usually unsuccessful process. The dealer is at the bottom in the sense that he is the final means of personal contact. He can do more for the advancement of the industry by his personal contact with the public than the national work of the manufacturer, which of necessity must be indirect because the personal touch is lacking.

Let the dealers make use of the opportunities offered them by the manufacturers and the future of the talking machine trade is assured. And not only will it be assured, but it will be on a higher plane and there will be an added satisfaction in feeling that you as a dealer are a part of an industry that is doing great good for the advancement of musical knowledge in America.

**IF YOU WANT AN AUTOMATIC STOP
THAT WORKS EVERY TIME
BUY THIS ONE**



**THOUSANDS IN USE IN THE UNITED STATES
AND CANADA**

WEBER-KNAPP CO.

*We will be pleased
to send samples*

JAMESTOWN, N. Y.

**THE WINDSOR
FURNITURE COMPANY**
1420 CARROLL AVENUE
CHICAGO, ILLINOIS
ESTABLISHED 1885,

The Aristocrat
Among Talking Machines

WHY do they all try to copy the Windsor Phonograph?

Are you interested in learning about a Phonograph that has been copied by the largest makers in this country?

A very attractive catalogue will be sent on request to dealers only.

The Windsor Furniture Company
1420 CARROLL AVE. CHICAGO, ILL.

T. A. Meyerhoff

LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS

48122

50478

50481

50484

49654

50479

50482

1279743

49655

50480

50483



"D'Amor Sull' Ali Rosere," sung by Rosa Ponselle, is one of the purest examples of dramatic vocal melody ever recorded.

Columbia 49559.

**Columbia Graphophone Co.
NEW YORK**

SOUND CREDITS AND GOOD BUSINESS

Most Credit Troubles Can Be Cured With the Right Kind of Treatment—Managers Must Watch This End of Their Business

A sanitarium of any reputation counts upon the rehabilitation of at least 90 per cent. of its patients. Has this statement any suggestion for credit men whose experience is that a very small proportion of commercially sick merchants is rehabilitated?

The science of healing as applied to commercial diseases has not reached even its infancy stage and the picture that presents itself usually in an insolvency case is similar to the picture of the heirs who are squabbling over what a deceased relative has left.

When the symptoms of trouble occur the creditor generally begins to think of what he may recover of his debt and not whether the trouble is curable and the debtor saved. Because of this deficiency in our credit practice nearly all insolvent estates are riddled before bankruptcy occurs or they are passed over to a creditors' committee for adjustment after the estate is nearly depleted. Because of this the assets of an estate are likely to show a tremendous shrinkage in the process of liquidation.

Let us become alive to this defect. Let us arise to the opportunity of curing commercial troubles when they are curable, and by this process encourage debtors to consult with their creditors before their condition becomes seri-

ous and beyond hope. If a merchant finds in a season that his business has made no profit, that he has overstocked with merchandise, or other unfavorable things have happened, he should not be led to secrete these facts, but, on the contrary, encouraged to consult with his creditors about them and to say with confidence that instead of pushing him over the brink by precipitate and ill-advised action they will sit down with him and discuss conditions and exert their best skill for the correction of the trouble and the bringing of health to the enterprise.

Let the credit manager consider this subject closely and not criticize when shrinkages are great or the expenses of adjustment are seemingly large, for probably he has not shown the skill called for or has failed to encourage his customer to talk with him in a perfectly open and frank manner about his condition.

UDELL EMPLOYEES ENJOY PICNIC

Factory Staff With Friends Hold First General Outing in Indianapolis on Saturday

INDIANAPOLIS, IND., August 30.—The factory employes and office staff of the Udell Works, manufacturers of the famous Udell cabinets, enjoyed their first big picnic last month, which proved an unqualified success. Between 450 and 500 Udellites and their families attended the affair and participated in the various contests and amusement features programmed. There were races for fat men and fat ladies, for thin men

and thin girls, three-legged races for both sexes—not in combination—and a sufficient number of other contests to give every one a chance for prizes. There was music and dancing and plenty to eat.

One of the hits of the picnic was the program bearing the title "Udell Uproar" and representing the work of Tom Griffith, sales manager of the company. In addition to the schedule of events the program carried lists of employes who had been in the Udell service for twenty or twenty-five years or more, also who had answered the call during the war, and the ladies who had helped keep Udell production up when the men were in the service of Uncle Sam. The program made an excellent souvenir.

\$100,000 FLORIDA INCORPORATION

John A. Futch Co., Pathé Distributor, Now Building Up Large List of Dealers in the South—Majority of Stock Paid in Cash

JACKSONVILLE, FLA., September 3.—The John A. Futch Co., Pathé distributor, of this city, received its charter on July 1 and is now a full-fledged corporation, capitalized at \$100,000, the greater part of its stock having been paid in cash. The officers are John A. Futch, president; J. E. Futch, vice-president, and T. Tyrie Williams, secretary, treasurer and general manager. This concern has only been operating since January, serving the trade in Florida, Georgia, South Carolina and Alabama, and up to the present time has already established nearly one hundred and fifty dealers, all of whom are boosters for the Pathé line. The Futch Co. reports the fall business outlook as very bright and with Pathé factory's greatly increased facilities for supplying machines and records hopes to be able to take excellent care of the needs of all dealers.

FELIX HALF DIES SUDDENLY

Well-known Pittsburgh Talking Machine Man's Death Follows Return From East

PITTSBURGH, PA., August 30.—Felix Half, a member of the firm of Felix Half & Bros., died very suddenly recently, after his return from a vacation trip to the East. He was fifty-two years of age and was the senior member of the firm, which operated a large furniture store at Homestead and in which was a very extensive talking machine department. The three surviving brothers are Rudolph, Morris and Leo Half. His widow and three daughters also survive, as well as his aged mother and one sister. Mr. Half was well known to the talking machine trade and his passing caused a general sadness.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

JERSEY CITY, N. J.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

Phonograph Drops From 500 Feet High on Sensational Toronto-Hamilton Flight

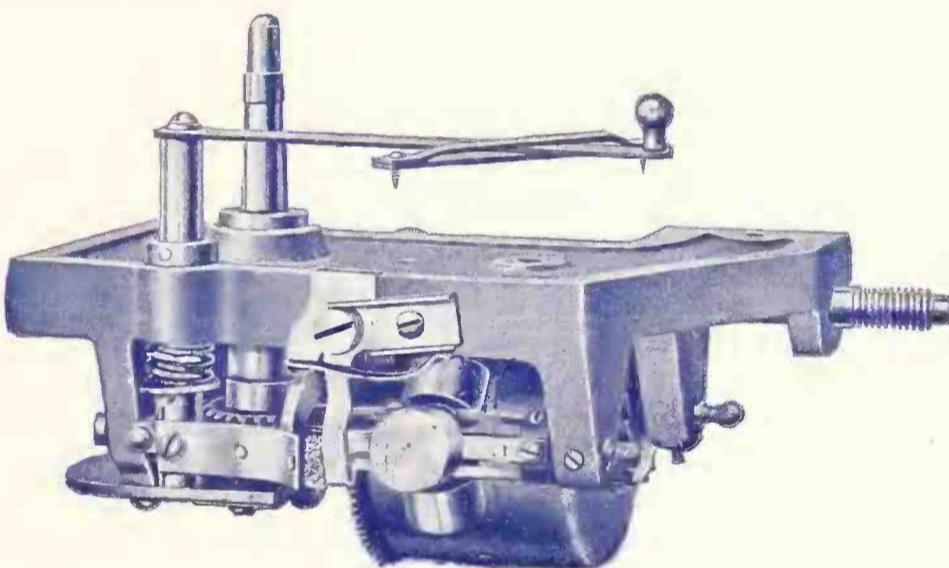
And The

MOTOR

in this phonograph is a

MEISSELBACH

No. 12



Meisselbach No. 12 Motor

Otto Heineman
President

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J.; PUTNAM, CONN.;
SPRINGFIELD, MASS.

BRANCHES:

CHICAGO

SAN FRANCISCO

TORONTO, CAN.

See Other Side for Details

Phonograph Drops From 500 Feet High on Sensational Toronto-Hamilton Flight

**Violently Jolted by Fall from Aeroplane,
and the Case Bruised and Damaged, the
Phonograph, when Tested at the Factory,
Still Plays Any Make of Record Perfectly**

ON Tuesday morning, at 9 o'clock, a fast aeroplane owned by International Aerial Transport Limited, left Toronto for Hamilton.

With it went a unique "cargo"—Gerhard Heintzman Phonographs, new from the factory and destined for the well-known Gerhard Heintzman store in Hamilton.

In charge of this "shipment" was Mrs. Armand Heintzman, wife of the vice-president and general manager of Gerhard Heintzman Limited—the first lady passenger in Canada to fly in an aeroplane carrying freight.

Thus was inaugurated a sensational epoch-making event.

But a few minutes out from Toronto with the aeroplane flying at an altitude of 500 feet, one of the phonographs became detached.

----and fell overboard!

The trip was completed in 42 minutes. Immediately Mrs. Heintzman phoned Toronto and informed the factory of the accident.

When the phonograph was located, it was found that the packing case had been damaged considerably, the cabinet of the phonograph scratched and the lid loosened.

Brought back to the factory, the phonograph was placed in the testing room.

Clear as the song of thrush—mellow, sweet and resonant as when it left the inspection room of the factory—the phonograph played without yielding trace of the terrific treatment it had undergone.

Not with one record, or with one make of record—but many records of every make!

The Phonograph Can Now Be Seen and Heard at Toronto Exhibition

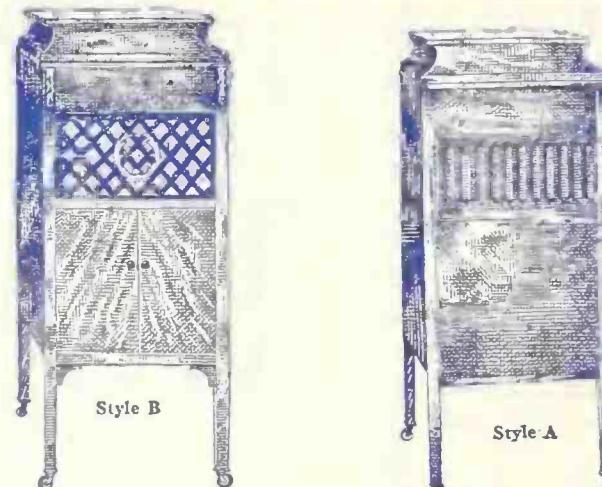
Through an accident, the piano-craftsmanship that goes into the Gerhard Heintzman phonograph was thus outstandingly demonstrated.

The singing throat of the instrument—fashioned from genuine piano-sounding board spruce—withstanding this violent test simply because of the material used (of a grade that goes into the making of fine violins), because of the painstaking care used in building it, and because of the scientific design on which it is built.

The camera has recorded pictures of the remarkable event—of the start of the flight and the arrival, of the finding of the phonograph, of the results of this astounding accident.

You can see these big, newsy pictures at the Gerhard Heintzman booth at the Toronto Exhibition—in the Manufacturers' Building (south side).

You can see and hear, too, the Gerhard Heintzman phonograph—victim and conqueror of this sensational aeroplane flight, exactly as it was picked up.



The Phonograph Produced By Canada's Greatest Music House

It is over half a century ago since Gerhard Heintzman produced in Toronto the first piano bearing his name. To-day over 40,000 homes in Canada know the merit this name means.

All the experience, all the ability, all the resources, all the genius, that have gone into the making of "Canada's Greatest Piano," have been applied to produce this wonderful phonograph.

Piano-genius!—think what that means applied to a phonograph—in design and finish, in beauty and richness of tone!

And in a phonograph that was EXPRESSLY DESIGNED to play all makes of records!



Gerhard Heintzman Limited

Factories—Sherbourne St., Toronto

Retail Salesrooms
Opposite City Hall, Toronto
Next Postoffice, Hamilton
151 King St. W., Kitchener

The GERHARD HEINTZMAN

The Phonograph Built by Piano Craftsmen

Expressly Designed to Play All Records

AND THE

MOTOR

IS A

MEISSELBACH

TALKING MACHINE MEN, INC., MEET

Monthly Meeting Held at Hotel Pennsylvania—
E. L. Bill, of The World, Makes Address on
"Co-operation Within the Organization"

The monthly meeting of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, was held on Wednesday afternoon, August 20, in the Pennsylvania Hotel, New York. The meeting proper was preceded by a luncheon and over forty members responded to the summons.

During the course of the luncheon the All-Star Trio entertained with several jazz selections, including that especially jazzy number, "I'll Say She Does." These artists, who have been added to the Victor recording staff, were roundly applauded for their work and without doubt the fact that the dealers have met them personally will only add to the sale of the records these boys produce.

John Steel, also one of the newer Victor artists, was a guest of the association and rendered several numbers in his full, rich voice



The All-Star Trio

Geo. Hamilton Green, F. Wheeler Wadsworth
and J. V. Arden

that brought a hearty response from everyone present. His singing of "Dear Old Pal" won him a place in the heart of every dealer present. He was accompanied by Wm. Axt, a well-known composer and musical director. As an encore number he sang one of Mr. Axt's recent works, entitled "Erin."

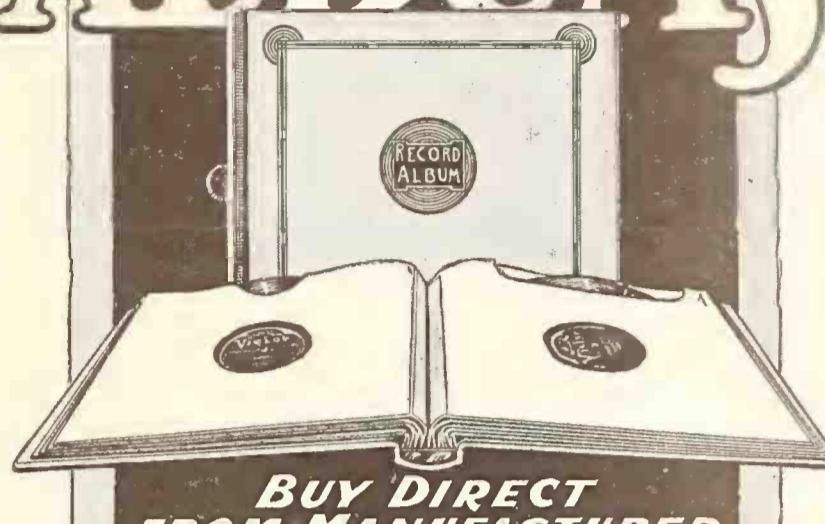
The meeting was opened by some laudatory remarks by President J. T. Coughlin on the life work of the late E. L. Bill, after which he introduced the scheduled speaker of the afternoon, Edward Lyman Bill, Jr., a member of The Talking Machine World staff, who spoke on "Co-operation Within the Organization." Mr. Bill, by a series of examples and illustrations, showed how various organizations, including the great Russian Army, had failed despite their size through lack of co-operation, and, on the other hand, the wonderful results the Allies achieved by co-operation. His remarks were followed by examples of civic and business organizations, which carried his points thoroughly home. After his talk he was given a rising vote of thanks.

A committee was appointed for the purpose of changing the by-laws of the association to cover several points in taking in new members as well as the initiation fee under those circumstances.

Over twenty-five new members were taken into the association and several more applications were received. Other routine matters were disposed of, after which the body adjourned until the next monthly gathering.

BIG THREE MFG. CO. INCORPORATED

The Big Three Mfg. Co., Inc., Manhattan, is a new incorporation recently organized to manufacture talking machines and phonographs. The capital is \$75,000 and the incorporators are G. Janssen, 417 Third avenue, A. P. Marr, 21 Park Row, and H. Schlacht, Elmhurst, L. I.

ALBUMS

**BUY DIRECT
FROM MANUFACTURER**

**THE BOSTON BOOK CO., INC.
40-46 W 20th ST NEW YORK**

STOCKINGS, SAWDUST AND RECORDS

Make Your Fortune at the Old Wood Pile
Turning Sawdust Into Money—Stockings for a Half-dollar and Records for a Dime

Back to the wood pile! Get out the old buck saw and sharpen it up! Get up early in the morning and saw wood! Save the sawdust as you would nuggets of gold and make your fortune! Sounds fine, doesn't it? And what is more, if we are to believe everything we hear, which we don't, we can turn our golden piles of sawdust into records of the world's greatest singers. If you have finished your day's work and have a few minutes to waste you can read on and learn the cause of it all.

Somewhere in America, and more specifically, somewhere in northern New York, in Syracuse, to be exact, there are several scientists who are pondering over the matter of making silk stockings and records from sawdust. Just what connection these silk stockings have with the exper-

iment is not clear, but it adds a certain element of interest without which any story can well be dull. Suffice it to say that a rival of the \$5 silk stocking can be made from sawdust for fifty cents.

Of course, by following the same analogy we may expect a record for a dime, and a full sized record at that. In the present case full and complete details of the process are not within reach, but this should be no hindrance to one's imagination. The old wood pile takes on an enhanced glory tinged with the prospects of stowing away a little golden egg from time to time as we saw our daily wood. So if you realize the possibilities of this new discovery, get out the old saw and work!

NEW INCORPORATION

The Charming Phonograph Co., Inc., New York, has been chartered with capital stock of \$10,000 by W. S. Orton, E. C. and L. E. Mechling.

Mr. Phonograph Manufacturer and Dealer

VEECO

Electric phonograph motors are the up to the minute energy source for talking machines. Just the same as the automobile has replaced the horse.

It is a step ahead, it is perfection personified. Make your phonograph up to date, do away with the cumbersome cranking, broken springs and running down in the middle of selections. You would not think of buying an automobile if it did not have a starter, would you? Why? Because you want to eliminate the cranking, and this applies absolutely to the phonograph, eliminates the cranking, makes it complete, ideal, and gives you a selling point that is 100 per cent. strong.

An agent of ours in the Middle West writes us that a party to whom he furnished a Veeco motor recently advised him that they "would not take a thousand dollars for it if they could not get another one like it." We have similar letters on file at our office from satisfied owners of the Veeco motor.

The motor runs on any 100-125 volt current. Special motors for other voltages. Furnished mounted on 12 or 12½-inch mahogany board ready to install. Or unmounted without board.

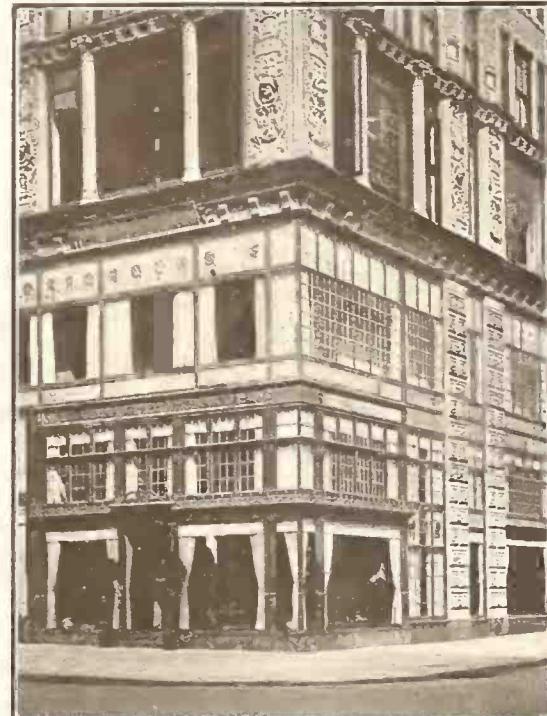
THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

J. G. WIDENER BUYS COLUMBIA RETAIL HEADQUARTERS

New York Retail Establishment of Columbia Graphophone Co., at 409 Fifth avenue, Purchased by Prominent Columbia Dealer—H. E. Speare to Continue as Manager, With Increased Staff

The retail establishment of the Columbia Graphophone Co., at 409 Fifth avenue, New York, which opened in August, 1917, and which has been one of the most attractive and talked-of establishments of its kind in the country,



Columbia Co.'s Fifth Avenue Warerooms has recently been sold to J. G. Widener, of Boston. Mr. Widener already operates eight Columbia stores under the name of Grafonola Shop, Inc., in Boston, Hartford, Philadelphia, Cincinnati, Kansas City and St. Louis.

MAKE AEROPLANES SING SONGS

Someone Suggests Another Improvement to Add to Comforts of Air Travel

We all know what the "music" of the aeroplane is, and our ears have become so attuned to it that the least mechanical of us can tell instantly if anything is wrong with the engine.

But why not make the "music" of perfect action real music? Is it past the skill of the inventor to make the aeroplane, instead of humming like a bee, sing like the talking machine?

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

A NEW WAR REVENUE DECISION

Department Holds That Musical Instruments Sold to Public Institutions Are Liable for Usual War Excise Taxes—The Latest Ruling

In a new ruling handed down recently the Internal Revenue Department has reversed a decision made some time ago to the effect that musical instruments subject to war revenue tax were exempt when sold to the United States or any State or municipal subdivision and paid for out of the public funds. The ruling was taken to indicate that talking machines and pianos sold to Boards of Education for use in public schools, or sold to public institutions generally, would be free from the payment of a war excise tax. In the new ruling made by the Attorney General it is held that musical instruments and other goods are subject to war revenue taxes under all conditions of sale, with no exemptions allowed. It is declared that the revenue officials realize that the new ruling is unfair, but that it cannot be helped.

Various trade interests have already filed protests with the authorities in Washington, seeking to have the original ruling sustained, as a protection to education, but it is given as a general opinion that the latest ruling will stand until such time as there is a general overhauling of war revenue matters and their application.

PREVATT ACTUELLE CO. OPENS

New Concern Organized in Charlotte, N. C., to Handle Pathé Phonograph

Announcement is just made of the organization of the Prevatt Actuelle Co., of Charlotte, N. C., exclusive Pathé dealers. The Prevatt Co. will be located on South Tryon street and expect to have their establishment ready for business within a few weeks. They are leaving nothing undone toward making their store a model phonograph shop in every particular.

ANY STANDARD PHONOGRAPH and THE BLISS REPRODUCER



"A Wonderful Musical Combination."

A Reproducer with a super-sensitive silk diaphragm that eliminates the thin, raucoous, ear-straining "Talking Machine" effect.

The "BLISS" Reproducer plays all records with greater volume, less scratch, better tone balance, and a wonderfully human, natural quality. THE MUSIC IS PROJECTED INTO THE ROOM.

The "BLISS," used on any standard Phonograph, will not only help sales of instruments, but will increase your record trade through its extraordinary tone quality.

Send sample order and make your own tests with your favorite demonstration records. Give make and style of tone arm.

BLISS REPRODUCER, Inc.
80 FIFTH AVENUE
NEW YORK CITY

Seeing is believing

The sensational testimony of the camera
proves Torrington claims



Enlarged 50 diameters*



The picture to the left shows how the ordinary sharp point steel needle does not fit in the record groove.

The picture to the right shows how the Torrington **Uniform** needle fits the groove perfectly.

TRADE MARK REGISTERED

Uniform in point
—length
—finish
—and quality of steel

Enlarged 100 diameters


Photographs courtesy of Harvard University Laboratory.*

President

An Ice Pick

is a very good implement. It is sharp and has a long taper. Some manufacturers make them better than others, but they are all made with a sharp point and with a long taper. An ice pick is an excellent thing to use on ice. With a little pressure the sharp point digs into the ice very nicely. Always use a sharp point to dig into anything. If you want to dig deeper, widen the taper—use a heavier pick—but by all means keep it sharp!

Mr. J. P. Taylor, of the General Electric Co., Schenectady, an authority on the subject, says that the ordinary sharp point steel needle covers an area on the record of one-thirty-six-thousandth of a square inch. That's almost sharp enough!

Needles should not scratch. Scratch is produced when the needle does not fit the groove perfectly; when it digs in the record groove instead of reproducing all of the engravings.

Torrington Uniform Needles are not finished with a sharp point. They are made with a ball point and fit the groove perfectly. They do not dig into the record groove—and do not scratch.

Will you let us prove to you that Torringtons play records best?

There's a big demand for Uniform Needles. And big production makes a long procession.

But don't wait until the parade's gone by. Write us to-day for our special plan K.

CONDON & CO., INC., *Sole Agents*, Fifth Ave. Bldg., New York City

Uniform Needles

CARRIES COMPLETE HEINEMAN LINE

San Francisco Offices of Otto Heineman Phonograph Supply Co. in Good Shape to Supply Repair Departments of Manufacturers

The San Francisco offices of the Otto Heineman Phonograph Supply Co. Inc., have become the meeting place for out-of-town manufacturers and jobbers, who have come to the conclusion that if there is anything new in the phonograph line L. Gruen, Pacific Coast manager of the Heineman industries, will be sure to be the first one to have it.

Aside from the fact that the Heineman offices are kept very busy demonstrating Okeh records to people who have become interested in the excellent qualities of this record, the phonograph manufacturers along the Coast who are interested in the latest tone arm combinations in the Heineman and Meisselbach products are co-operating with Mr. Gruen in securing the tone arms and sound boxes best suited for their machines.

The Heineman Pacific Coast division now carries a stock of Heineman and Meisselbach products, and this has enabled the manufacturers and jobbers along the Coast to place their repair departments on a profitable basis. In the past these departments frequently showed a loss, due to the fact that certain repair work could not be accepted because deliveries of repair parts took from two to three months.

AGREE TO PARCEL POST WITH SPAIN

Exchanges Began on September 1 Pending Treaty Ratification

WASHINGTON, D. C., September 5.—The new parcel post convention with Spain, after long years of exchange of correspondence, has been agreed to. The exchange of parcels began on September 1 pending final ratification. The treaty includes service to the Balearic Islands, Canary Islands and possessions in Northern Africa. The weight limit is eleven pounds and each parcel must be accompanied by three Customs declarations, when destined for Spain, and two declarations when destined for the Balearic Islands, Canary Islands or Northern Africa.

The rate is 12 cents a pounds or fraction, but when the parcels are destined for the Balearic Islands or the Northern African possessions each parcel must carry in addition a 5-cent stamp for transit charge, and when destined to the Canary Islands, 10 cents.

TO DEAL IN TALKING MACHINES

The Continental Producing Corp. has just filed a certificate of incorporation with the authorities of the State of Delaware, for the purpose of dealing in moving picture and talking machines, etc. Capital, \$100,000. The incorporators are F. R. Hansell, E. M. MacFarland and J. Vernon Pimm, of Philadelphia.

SALESMEN ARE CRANKS ON TONE

They have tried every needle on the market—but now they are perfectly happy with the perfect needle.

THE DE LUXE STYLUS

It plays 100 to 300 Records

Three for 30 Cents

They are enthusiastic about it because it does not scratch or hiss.

It brings out the perfect tone.

Used once always enjoyed.

You can't afford to be without The DE LUXE

The Duo-Tone Co.

Manufacturers of Talking Machine Needles

ANSONIA, CONN.

SEPTEMBER ADVERTISING MATERIAL

Latest Issue of Victor Co. Contains Many Useful Helps and Suggestions to Dealers in Preparing Their September Campaign

The dealer advertising matter for September sent out to the trade by the Victor Co. contains material for each dealer which will save him much time and many hours' work in preparing his opening day advertising. This shipment includes two September hangers announcing the new September records, two window streamers suitable for use at the top or across the show window, one foreign hanger in colors featuring the large list of foreign records, and copies of national advertising carried in various publications. There is also a last opportunity list, giving those records which in the future will be dropped from the catalog, which offers a chance for anyone to secure a favorite selection before it is too late. A sign circular showing the different types of illuminated signs is furnished and numerical pasters make it possible for the dealer to keep his files and his order books up to the minute. It is, altogether, a valuable budget of material.

The Iroquois Sales Corp. has been incorporated in Buffalo, N. Y., to deal in talking machines. The capital is \$10,000 and the incorporators are Edward A. Eisele, R. E. Smith and William E. Griffith, Buffalo.

TO SELL PATHÉ IN THE CAROLINAS

J. Bry Prevatt, a Live Wire Pathé Enthusiast of Jacksonville, Moves to Charlotte, N. C.

J. Bry Prevatt, who represents the John A. Futch Co., Pathé distributors of Jacksonville, Fla., in North and South Carolina and northern Georgia, has just moved his family from Florida to Charlotte, N. C., where they expect to make their future home.

Mr. Prevatt has established nearly seventy-five enthusiastic Pathé dealers in his territory during the past few months and is still signing 'em up at a happy rate. Mr. Prevatt is well known among the trade in his section, as he has covered this territory with other wholesale lines for the past ten to fifteen years. He is a real live wire and one of the most popular men in the territory.

ANNA CASE "IN THE AIR"

Anna Case, the popular Edison artist and Metropolitan Opera star, was the guest of Major Sydney E. Parker, of the Royal Flying Corps, on a flight recently to Saratoga in his Curtiss flying boat, the "Sea Gull." Major Parker flew from Port Washington, and took Miss Case aboard at Shore Acres, near her summer home, "The Case Bungalow," Mamaroneck, N. Y. Major Parker will make a flight to New Orleans by way of the Great Lakes and the Mississippi.

Give Johnny a Jack Knife and He'll Whittle
Give an Owner an Empty Album and He'll Fill it with Records

EVERY dealer must realize the wide channel for future record business opened by the sale of a record album of quality, such as the Peerless Album.

An empty album is a constant and urgent invitation to buy more records.

That is why dealers prefer to sell cabinet type machines equipped with Peerless Albums.

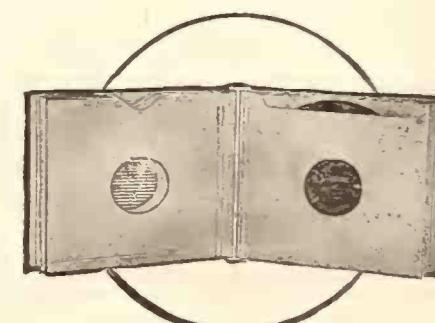
PEERLESS ALBUMS ACCELERATE SALES

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

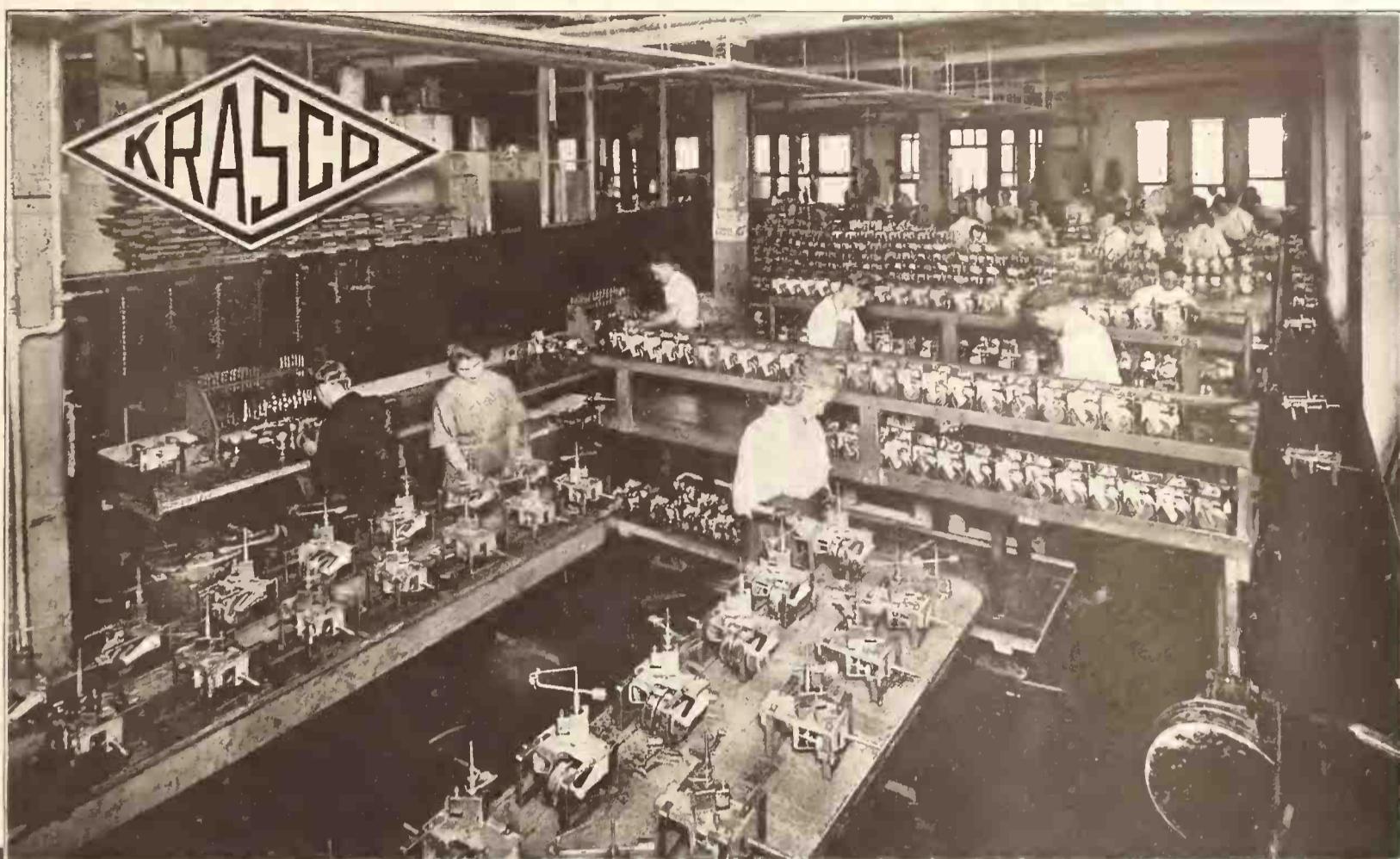
Representatives:

L. W. Hough, Boston Taylor C. White, Portland, Ore. W. H. Carter, Chicago C. W. Kalder, Grand Rapids

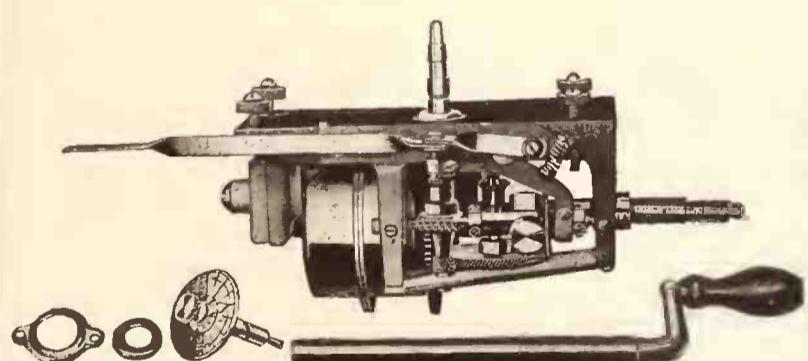


Patented March 3, 1914

43-49 Bleecker Street
NEW YORK



A View of the Running Test Dept.
of the Krasberg Plant



New Standard Krasberg Motor No. 2 A

The Krasberg Motor

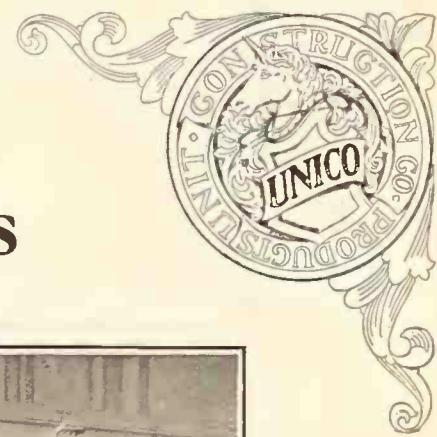
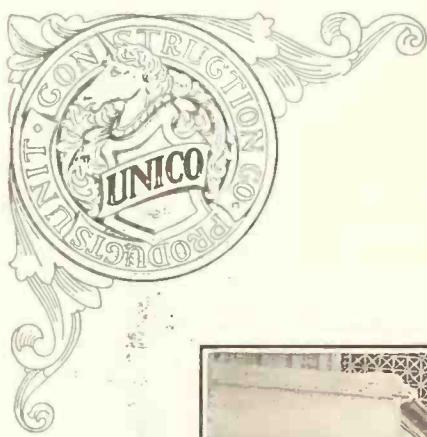
The Triumph of Twenty-five Years of Specializing in High-Grade Machinery

IN workmanship Krasberg motors are necessarily of the very best that precision machinery and rigid inspection can produce. In the final test, the motor is placed upon a sounding board reproducing actual working conditions, and should the slightest sound be heard that would mar the effect of the phonographic record, the motor is rejected and returned for further test and adjustment.

The reputation of Krasberg depends upon the silence as well as the even flow of absolutely dependable power of these motors, and the trademark KRASCO is the symbol for excellence in phonograph engineering. See that your machines are KRASCO equipped.

Krasberg Engineering &
Manufacturing Corporation
536 Lake Shore Drive Chicago Illinois U.S.A.

Krasberg



Help Your Salesmen Increase Your Business



A TYPICAL INSTALLATION OF UNICO EQUIPMENT

With your stock kept in Unico Store Equipment, your clerks can handle the "Rush hour" with ease.

Unico Counters and Record Racks enable the customer's wants to be produced immediately. Such service is bound to be appreciated and result in increased trade.

The art expressed in the design and finish of Unico Equipment makes your store attractive and adds the suggestion of elegance and refinement to your merchandise.

The leading music houses throughout the country have found Unico Equipment valuable as an aid to their sales force and as an impetus to business expansion.

These and many other valuable Unico features are fully covered in our latest booklet, MUSICAL MERCHANDISING—mailed on request.

Send to-day the dimensions of your available space. Plans and estimates for a complete department will reach you promptly.

Address our nearest office

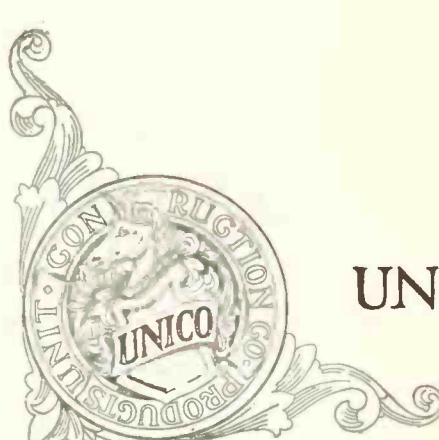
UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith President

NEW YORK
299 Madison Avenue
Corner 4th St.
BOSTON
85 Essex Street

58th Street & Giays Avenue
PHILADELPHIA

CHICAGO
Lyons & Healy Building
SAN FRANCISCO
Holbrook Building

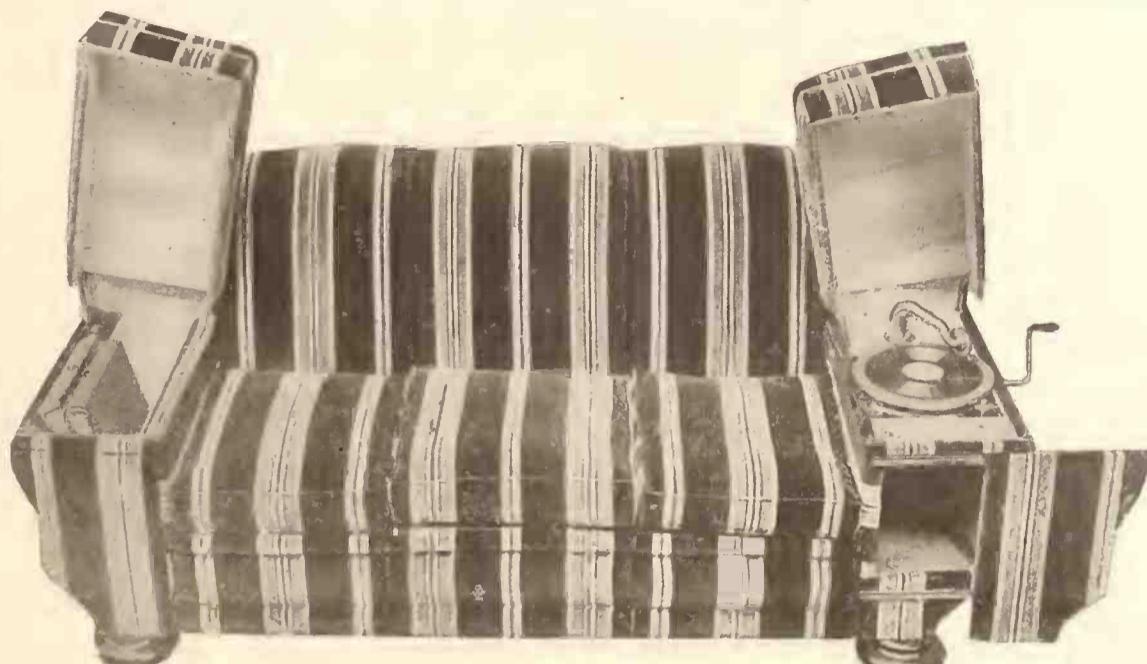


THE TALKING MACHINE USED IN A DAVENPORT DESIGN

Los Angeles Concern Responsible for a Most Interesting New Combination That Will Certainly Arrest the Consideration of Those Seeking a Novelty in the Talking Machine Domain

LOS ANGELES, CAL., August 31.—Shown in the accompanying illustration is a new and novel idea in home talking machines. Built into the arms of a large davenport, both the complete machine and a cabinet for records are conve-

niently accessible when wanted and at other times may be entirely hidden from view. The talking machine itself is complete in one end of the seat, the usual tone chamber being placed beneath the disc turntable and in the other arm is located a cabinet for the records. The tops of the arms, which are upholstered in the



*Novel Application of the Talking Machine to a Davenport

niently accessible when wanted and at other times may be entirely hidden from view. The talking machine itself is complete in one end of the seat, the usual tone chamber being placed beneath the disc turntable and in the other arm is located a cabinet for the records. The tops of the arms, which are upholstered in the

ber. The davenport may, of course, be had in a variety of styles.

This davenport-talking machine is a product of the Davis Upholstering & Furniture Co., of this city, one of which has been placed on exhibition at the music store of Richardson's, Inc., on West Seventh street.

VICTOR FOREIGN SUPPLEMENTS

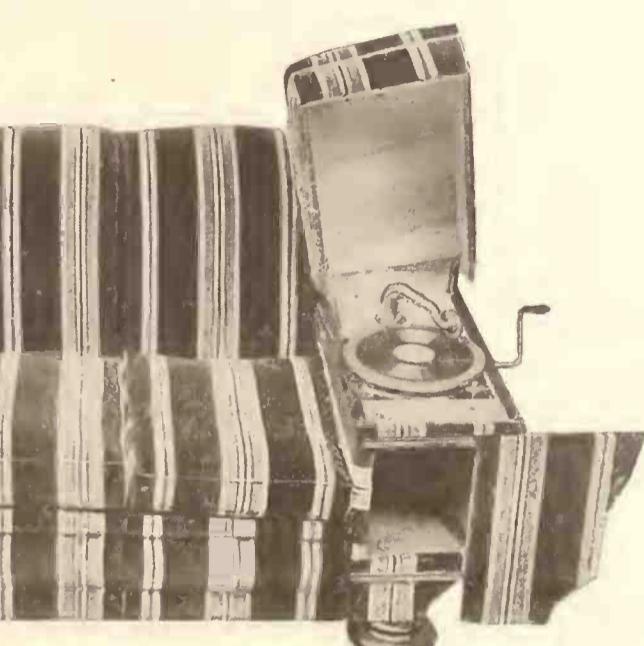
Attractive September List Prepared in Many Languages and Showing National Flags

A splendid foreign record supplement for September has been put out by the Victor Co., which is a supplement which should be of interest to every dealer. These are printed in various foreign languages, such as Arabian, Bohemian, Dutch, Finnish, Greek, Hebrew and Yiddish, Hungarian, Italian, Lithuanian, Mexican, Norwegian, Polish, Portuguese, Serbian, Slovak, Slovene and Swedish. The cover of each supplement is printed in colors displaying the flags of each country. An English translation is printed beside each foreign language description so that no dealer can find any difficulty whatever in text matter and can judge how best to present each supplement to his trade.

HIMMER DEMONSTRATES RECORDION

Vitalis Himmer, Jr., president of the Audion Phonograph Co., Inc., manufacturers of reproducers, tone arms, etc., Boonton, N. J., was a recent caller at the Reed Co., Inc., 237 Fifth avenue, Pittsburgh, Pa., where he explained the operation of the Recordion and also made several sample records.

The Rex Talking Machine Co., Rochester, N. Y., has changed its name to the Rochester Phonograph Co., Inc.



INCORPORATED

The M. M. Roemer Sales Corp., New York, has been chartered with capital stock of \$25,000 to engage in the manufacture of talking machines. The incorporators are A. Singer, B. F. Endel and M. M. Roemer, all of them of New York City.

LENMAR MFG. CO. EXPANDS

Saginaw, Mich., Concern Increases Capital Stock and Arranges for New Plant—M. A. Carpell the Principal Stockholder

The Lenmar Mfg. Co., Saginaw, Mich., has increased its capitalization from \$25,000 to \$250,000, for the purpose of manufacturing talking machine booths, talking machine cabinets and music room furniture. The company, which is operating a sizable plant at present, is having built a new factory building of greatly increased capacity, which is expected to be ready for occupancy on or about January 1, 1920. M. A. Carpell, formerly with the Herzog Art Furniture Co., and well-known in the trade, is the principal stockholder and sales manager of the company, with offices at 47 West Thirty-fourth street, New York.

NEW COLUMBIA MANAGER

A. B. Creal, formerly of the sales department of the Baltimore branch of the Columbia Graphophone Co., has been promoted to manager of the Columbia New Orleans branch. Mr. Creal, who has had considerable experience in the wholesaling of Grafonolas and Columbia records, expects to increase the sales of Columbia merchandise in the New Orleans district greatly. W. F. Standke, formerly manager of the New Orleans branch, will enter the retail Columbia store conducted by his brother at St. Louis, Mo.

INCREASE LABORATORY EQUIPMENT

The extraordinary demand for Edison Re-Creations has caused a necessary increase of 50 per cent. in the mold-making equipment of the Edison Re-Creation Manufacturing Laboratories. Half of the required apparatus has already been installed and will be in operation within the next ten days. The installation will be completed by September 15.

The Disk-Phone Piano Method Co., Inc., Manhattan, has changed its name to Renaud-Piano Makers, Inc.

NOTICE

This advertisement will be read by over 500,000 people in September.

The MOTROLA

offers you
Mr. Dealer
a

Big Profit

ORDER TODAY

from your jobber
or write us for
particulars.

The Dance

Stopped Because there was no MOTROLA attached

In other words, the Phonograph has "run down"

and the music ceases with a dying drawl, exposing one of the greatest mechanical objections to the instrument.

Remove the possibility of this annoyance by installing the MOTROLA—electrical self-winder. Throw away your unsightly handle and attach this simple, reliable device! A child can operate it and there is no fear of overwinding. Will not mar the most expensive machine.

Any phonograph dealer will demonstrate the MOTROLA, or write us for the name of our dealer in your city.

JONES-MOTROLA, INC.

29 W. 35th St. 57 E. Jackson Blvd. 315 So. Broadway
NEW YORK CHICAGO LOS ANGELES

DEALERS—We have a wonderful proposition to offer
you—write us.

JONES-MOTROLA, Inc.

29 West 35th Street
57 E. Jackson Blvd.
315 So. Broadway

The Kind of Salesmanship That Pays Good Dividends

Actual experiences in the selling game usually have more weight in bringing home their point than the theoretical side of the psychology of salesmanship, for they are the actual applications of these theories and from them can be drawn conclusions which may offer material for thought to the average dealer. Just as every customer presents a different angle or sidelight on the complexity of human nature and each victory or defeat—the making of a sale or the losing of it—presents another problem, so the stories of experiences of dealers should be of interest to all, for they show varied methods and ways all directed toward the accomplishment of the same thing, which, in the talking machine trade, as in any other, is making a sale.

A Mistake in First Judgment

The experience of an uptown dealer in New York City offers a good illustration of a mistake in first judgment of a customer, a mistake which was very natural and caused by the customer herself. A handsome limousine stopped before the store late one afternoon and an expensively dressed woman descended and entered the store. At first glance she was one of those wives of the leisure class to whom money is no object when something is desired. She at once asked to see the most expensive machine in the store and without more than a passing glance at the beautiful instrument said she would take it and gave her address. Then she stated that she wanted a large number of the best operatic records. The salesman, seeing the prospect of a large sale, hastened to play the recognized standard pieces. As one record after another was put on the demonstration machine the woman listened to only a few notes and accepted the record. She evidenced complete indifference to the musical qualities of the songs, much to the mystification of the salesman. To all appearances the woman cared nothing for music for its own sake. In his efforts to understand this peculiar attitude the salesman by his conversation tried to find out something about the life and home surroundings of his customer. It developed that the woman was of the type unfortunately isolated in the midst of wealth and society, by force of circumstances compelled to stifle the instincts most natural to her heart and to do the usual and conventional thing for the sake of appearances. She wanted the talking machine and the splendid collection

of records merely to exhibit to her friends, by whom a thing was judged from the standpoint of cost only. She was a native of the South and cared little for her present life.

The Salesman Shows His Ability

At this point the salesman proved himself an artist in his trade as well as a thorough student of human nature. Without calling attention to the fact, he selected some haunting Southern melodies and the response of the woman was immediate and contained a touch of pathos. She asked for more of the same records and for an hour the salesman played for her approval. In the end she bought the machine and the records she had at first selected, but in addition carried home many of the songs she loved in her childhood. These she would play for her own enjoyment and would keep the others for her friends. She returned often to the store to buy records and became a steady customer. Had the salesman not taken a personal interest in his customer he would never have made a resale. He would have sold the original machine and the operatic selections, but that is all. And what is more, he did a great deal in that last hour for the advancement of the cause of music and in so doing proved himself a salesman of the new school.

ORDERS 100,000 HEINEMAN MOTORS

Prominent Phonograph Manufacturer Thus Acknowledges Standing of That Product

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., stated this week that his company had just received an order from one of the best-known phonograph manufacturers in the country for 100,000 Heineman motors, a condition of the order being that all of these motors must be delivered within a period of two months.

This very large order indicates the phenomenal activity of the phonograph industry at the present time and constitutes a significant tribute to the prestige of the Heineman motor. Mr. Heineman, in addition to expressing his appreciation of this tremendous order, advised the phonograph manufacturer that deliveries would positively be made within the time specified, as the immense Heineman plant at Elyria, O., was ready for just such an emergency.

Specialized Manufacturing Production for the Phonograph Trade

H.K. Lorentzen

"They buy at a place where prices compete, where Quality must always excel."
Only one of the reasons our business is growing, "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need?

Correspondence invited—
Orders promptly attended to
60 Grand Street New York City

THOUSANDS APPLAUD EDISON STARS

Marie Rappold and Marie Tiffany Sing Leading Roles at Monster Sheepshead Bay Benefit

"Aida," one of the most famous of operatic spectacles, was presented on August 16 to more than 45,000 persons at the Sheepshead Bay Speedway, N. Y., for the benefit of the victims of the recent earthquake disasters in Italy.

The noted Edison artists, Marie Rappold and Marie Tiffany, of the Metropolitan Opera Co., sang leading roles in this stupendous production, staged on a scale of magnitude heretofore unequaled in this country. Mme. Rappold's singing of the title role, in which she has achieved great success with the Metropolitan Opera Co., brought added fame to that great American soprano. Miss Tiffany, in wonderful voice, splendidly interpreted the part of the Priestess.

The staging of the scene showing the return of Rhadames from the wars was the most magnificent and impressive ever witnessed by an American audience. The presentation is said to have closely approached in magnificence the world-known production of the same opera given a few years ago at the foot of the Pyramids in Egypt. The benefit was arranged by Fortune Gallo, managing director of the San Carlos Grand Opera Co., and Andreas de Segurola, of the Metropolitan Opera, under the supervision of Romolo Tritnj, the Italian Consul.

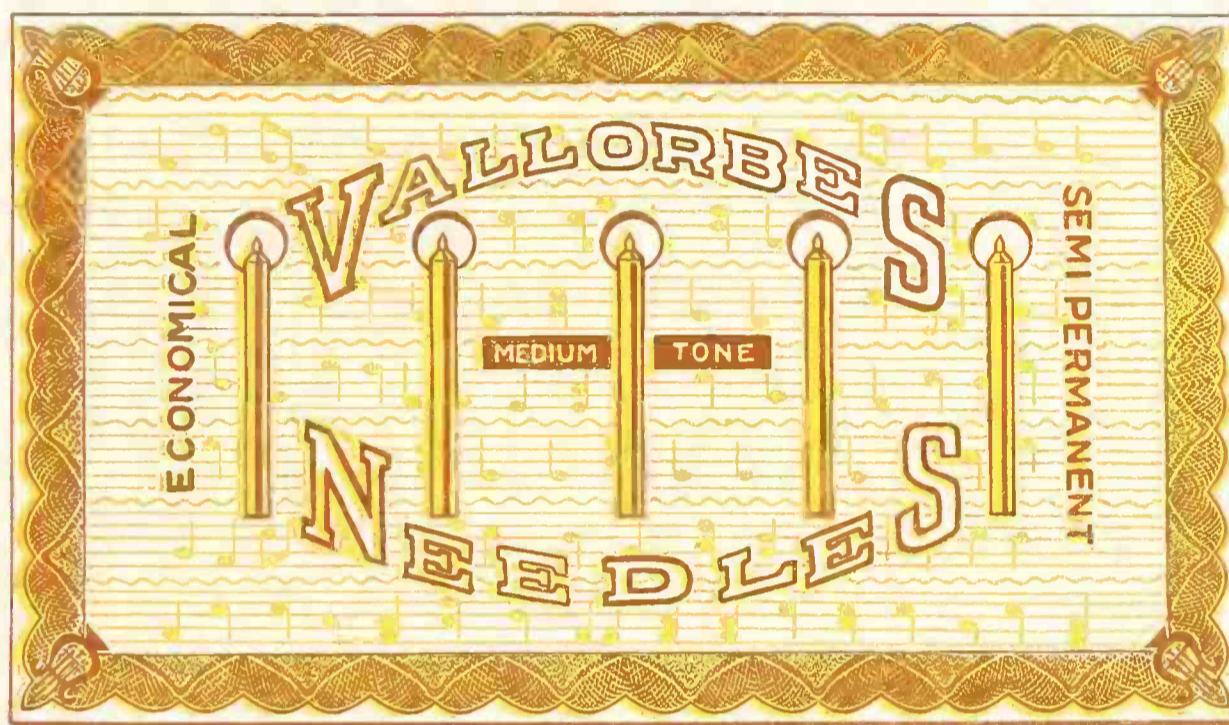
The Pierson Co., of Rockford, Ill., manufacturers of talking machine accessories, have increased their capital stock from \$25,000 to \$100,000.



FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

THE EVOLUTION of the SEMI-PERMANENT NEEDLE



Describing the Vallorbes Needle as shown in corner circles

"A"

Correctly rounded or chamfered Point corners. most others are sheared off square, with resultant sharp and burred corners that damage Record Grooves.

"B"

Point Length increased nearly double, insuring longer playing life, eliminating buzzy vibrations.

"C"

Vallorbes Semi-Permanent Needles are made of alloy Metals that are so tough as to render all attempts to turn the Metal on Lathes quite futile, the delicate Points must therefore be ground. This one-piece type of construction throughout, from Point extending to fillet and thence into the shank of Needle, provides the required strength and minimizes breakage and bending of Points, so common to other types.

THE Vallorbes Semi-Permanent needle is one of the modern refinements in the talking machine industry.

Five years ago a needle that would play more than one record was unheard of. Then came the advent of the first semi-permanent needle. The Vallorbes ONE PIECE TYPE Semi-Permanent needle, in its present high state of perfection, shows as marked an advance in its evolution over the first semi-permanent needle as the automobile, aeroplane, or phonograph of the present day compares with the first models of these inventions.

Through this one piece construction instead of the faulty two piece insert point type, the Vallorbes needle cannot lose vibration through "leaky" points.

Dealers—

These superior quality needles retail at 25c for cards of five and are supplied in three tone grades, Soft, Medium and Loud. Dealers would do well to place orders now. Samples will be sent to responsible Dealers.

Jobbers—Should not miss the opportunity of association with a high-class popular and growing line such as the Vallorbes Semi-Permanent needle affords.

Vallorbes
Jewel
Company

LANCASTER, PA.

PACIFIC COAST

Walter S. Gray, 942 Market Street
San Francisco, Cal.

ENGLAND—SCOTLAND—WALES
59 Clerkenwell Road, London, E. C. I.
The Murdoch Trading Co.

Two novelties this month!—the "Kosovo Waltz" by the Royal Serbian Tambouritza Orchestra, and "Waves of the Marne," by Olga Bibor's Gypsy Orchestra. E-4294.

**Columbia Graphophone Co.
NEW YORK**



WORKING ON THE "SOMETHING FOR NOTHING" PLAN

The Fact That the Majority of People Will Spend a Dollar to Get a Nickel Souvenir Free Turned to Advantage On His Collections by a Snappy Dealer

Bill Hanley, the talking machine man, had once heard somewhere that the average man will do more for a cigar than he will for a dollar, but found that in the matter of payment for labor the truckman and the porter demanded the old piece of paper with Uncle Sam's promise on it and wouldn't consider a cigar. Bill couldn't figure out whether it was because they preferred Honest Long Cut or had their own special brands of smokes which they desired to purchase themselves. The fact remained that he had to shell out good berries for service.

Bill had a collector who managed to do fairly well by keeping his salary and expenses down to an average of twelve per cent. of gross collections. His carfare bill wasn't long, and Bill was puzzled thereat, because said collector's shoes were not worn. Bill naturally figured that if he didn't ride he walked, and if he didn't walk he spent his time sitting some place. The key was found in the shiny seat of his trousers. After the collector had mixed baseball score cards, past performance charts, and race track badges with his collection cards several times, Bill began to figure that the collection business was so easy it was a shame to make a live young fellow spend a day or two a week working at it, so he turned him loose to exercise his ambition in other directions.

When Bill started to do his own collecting, he was up against it until he looked over his

files of the Talking Machine World and read how a score or more of other retailers did their collecting without trouble or friction. He got his form cards in order, sent out his notices at regular intervals and follow-up notices. In due course, and by sticking to the job, he got results. What he wanted to do, however, was to get his customers to come into the store and pay up, and then he thought, if some men will do more for a cigar than they will for a dollar, why won't a kid do something for a lollipop. Then the idea was hatched.

Bill's next collection notice carried the line "Everyone paying instalments to the cashier in the store in person, whether man, woman or child, would receive a suitable souvenir." The result was that when an old man came in he got a corncob pipe. Little Willie and his sister Maggie got lollipops, and Ma got an oiled cloth for polishing off the talking machine cabinet. The next month's notice carried the same offer, and brought out ninety-five per cent. of the backward ones in the role of souvenir hunters. This time it was a match case for papa, a toy for Willie and his sister, and a fan for mamma, all the articles bearing Bill's ad.

The next month the souvenir notice was omitted, but the gang showed up just the same. Next month there were more souvenirs, and thereafter on again and off again, without the fact being announced. The joke was that those

who came once without getting a souvenir couldn't be held away the next month for fear of missing something because Bill had 'em guessing.

The big idea back of it all was, of course, record sales. On collection night the old machines ran overtime with the new records, and while not everyone bought new music the percentage that did paid for all Bill's trouble for souvenirs, his light and his help, and left a little margin besides. Of course, Bill's store was in the neighborhood where little gifts looked big, but millionaires have been known to scramble for something that could be had for nothing.

If there is any moral it is that there is no use forcing a poor collector to suffer from lassitude when the customers are perfectly willing to bring the money to the store themselves and save him trouble.

BUSINESS ACTIVE IN RICHMOND

"The remarkable business activity in our jobbing district has made 1919 our biggest and most prosperous year," says C. B. Haynes, of the C. B. Haynes Co., Inc., Edison jobbers at Richmond, Va. Mr. Haynes was recently at the Edison laboratories to learn what shipments of Edison phonographs might be expected during the next thirty days.

The Non-Leakable Pen & Novelty Co., Philadelphia, Pa., has been appointed sole representative for Pennsylvania for the Bell Hood semi-permanent point needles, put out by the New England Musical Instrument Trading Co.

\$115.00



The phonograph that really reproduces. Superiority in tone can not be denied. Highest grade cabinet construction and finish. Silent motor—runs like a watch. Quality guaranteed. We invite comparison.

Jobbers and Dealers Solicited

PERFECTION TALKING MACHINE CO., Inc.

OFFICE:

200 Fifth Ave., N. Y. City

FACTORY:

Brooklyn, N. Y.

TONE-TELLS
Oranola
PATENTS-PENDING
THE PERFECT TALKING MACHINE

Plays All Records—Perfectly

Jobbers and Dealers Solicited

PERFECTION TALKING MACHINE CO., Inc.

OFFICE:

200 Fifth Ave., N. Y. City

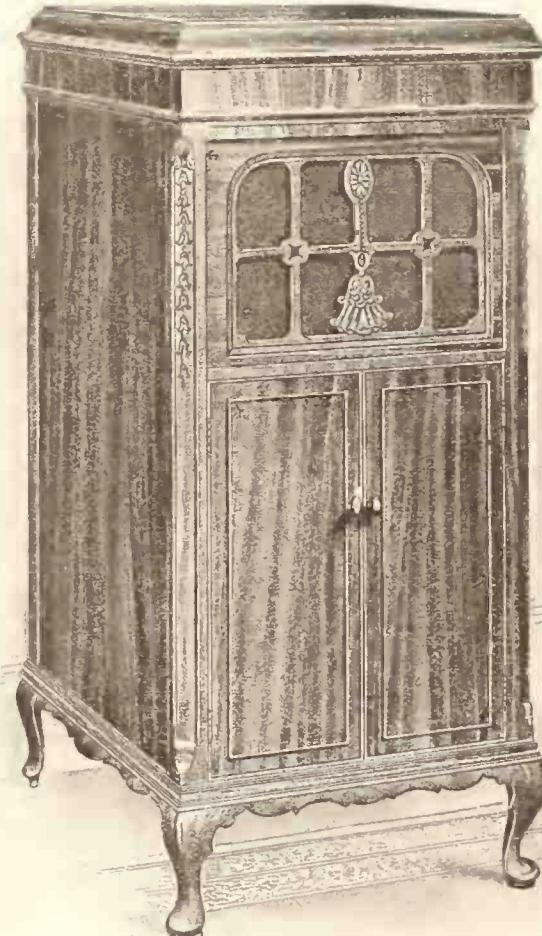
FACTORY:

Brooklyn, N. Y.

Unequaled
Reproducer



Plays ALL
Disc Records



Makes Its Appeal to Real Music Lovers

"THE Artist" is the phonograph that will be sought by people whose greatest life pleasure is music. It reproduces music exactly as recorded. The listener to records played on L'Artiste hears only the singer, the virtuoso, the band—makes him visualize the performers—forgetting, for the moment, that it is a phonograph. L'Artiste construction practically eliminates all surface noises. The volume of tone delivered is gloriously satisfying to musical enthusiasts. It has taken fundamental mechanical improvements to produce these results.

Cabinet Beauty Has Not Been Neglected

While developing L'Artiste as a musical instrument, its appeal as a piece of furniture has not been overlooked. There are many refinements. Each style is a superb copy of famous period designs, wonderfully wrought and finished in the Grand Rapids way.

Good Proposition for Dealers

A phonograph that appeals on its merits to critical lovers of music and, at the same time, stands the closest inspection of judges of mechanical construction and of superfine cabinet work, is one that dealers can sell.

We wish to entrust our selling franchise to only such dealers as can perceive the selling advantages of offering a superior product to their musical customers. Those to whom we give our agency are assured of added prestige as phonograph dealers. The margin of profit is sufficient to warrant live dealers in pushing L'Artiste and building up a good business with satisfied customers.



Nine Period Models Listed As Follows:

Upright Styles: \$110 to \$290.

Console Styles: \$175 to \$340.

These phonographs cannot be duplicated
at our prices.

Deliveries Guaranteed

Production is progressing with top speed.
We guarantee to deliver all orders we accept. Shipments now being made.

Send for beautiful illustrated catalogue and discounts to dealers.

GRAND RAPIDS PHONOGRAPH CO.
GRAND RAPIDS, MICHIGAN

Sell High Class Talking Machine Records On a Distinctly Popular Basis :: By Chas. B. Shepherd

Although figures are not available it is safe to assume that not one per cent. of talking machine owners have any proper conception of the host of musical treasures hidden away in the record catalogs of the larger companies, due to the fact that the opportunity has not presented itself of hearing all the records demonstrated and the salesmen have not had the time or the inclination to try out records the salability of which was in doubt when there were other records which might naturally be expected to appeal more strongly to the customer.

Dealers Should Study Their Stock

Officers of the various talking machine companies have for years pleaded with dealers and their salesmen to make an intensive study of the music offered in record form, dig out the gems hidden away because of their unfamiliar character, and thereby keep their record business well-balanced and moving smoothly. The record shortage has done much to make some dealers familiar with their stocks, because it was necessary to sell records that had been neglected and allowed to remain hidden or not sell any records at all. Having once become acquainted with such records the dealer should not let the friendship lag but, rather, should cultivate it still further.

Personal Touch Brings Results

The association of the names of great artists with the recording of certain selections, the recent reduction in retail list prices of certain high-class records, and the advertising of the manufacturers all tend to put music of the better type into homes where formerly it was not known or appreciated. The live dealer and his salesmen, however, can, through personal efforts, add materially to the volume of business that is brought into the store through the medium of the agencies named. The secret lies in presenting the high-class records to the prospect not alone as bearing the name of a great artist, or lending, through possession, an air of culture, but purely and simply as offering good music of intrinsic interest and value.

Do Not Discourage Buyers

There is no question but that a goodly number of talking machine owners, without musical education, have been discouraged from buying better records because upon attempting to step into the field of good music they have been

moved to buy selections of great heaviness, not because the records had a musical appeal but simply because it was the thing to do—stylish, as it were. In presenting the record the salesman has referred to it as an aria or an overture from this or that opera, or a symphony by so-and-so, with the air of conveying to the customer that he must profess knowledge of the selection and an appreciation of it, or lose caste in the eyes of the salesman. When it came to selling popular music the salesman could talk to the customer on his own level, like a human being. But when it came to selling operatic and concert selections of the higher type the salesman, unless a musician or well-balanced, felt out of his element and talked big to hide his lack of accurate knowledge. Nine times out of ten he talked artist and opera instead of music. He sought to impress rather than to please the customer.

Talk Music and Not Names

The best music that was ever written can be sold to the musically uneducated on its intrinsic merits if the matter is handled properly. The writer knows of at least one salesman who did business on that basis and talked plain. He sold music and not titles and his system was something like this: In offering the waltz theme from "La Boheme" he didn't talk of the attractiveness of the opera or the fame of the recording artist to the average customer, but simply stated that he had a mighty fine waltz selection the customer would probably be interested in. To those who favored waltzes the appeal was immediate and the sale frequently followed. People listened to and bought the record who would have walked out had the salesman suggested playing an operatic selection. "Anitra's Dance" he did not offer as a selection from Grieg, but handed it out as a clever oriental number comparable in attractiveness with the popular oriental pieces of the day. Dozens of folk and concert songs were offered and disposed of on the same human basis—as music of actual charm and pleasing to the ear. There will be some wise salesmen who will declare that to offer records on a popular basis will tend to hurt the vanity of those who are in a position to judge for themselves the musical qualities of the operatic and concert numbers listed. As a matter of fact, however, those

whose musical knowledge is so broad know themselves about what they want and rarely rely upon the salesman to guide them. The chance for the salesman to make a mistake, therefore, is remote.

Public Knows More About Music

That the record advertising of the manufacturers has served to inculcate in the minds of thousands of talking machine owners a new conception of the treasures that are really to be found in the realm of better music there is no doubt, for the proof lies in the results that have been attained. Many of those whose musical knowledge has been deficient have been moved to explore the paths of harmony for self-improvement. They have had placed at their command, at comparatively small expense, music which they had not the means or the facilities for hearing in any other manner. In taking care of people of this type the salesman's task is in one sense simplified, and in another sense complicated. The selling process is easier, but the guiding is harder. The salesman is called upon for authoritative information and cannot always depend upon the record to talk for him.

Do Not Scorn Popular Music Lovers

The popular appeal of good music, the direct appeal to the ear regardless of what the music is supposed to represent or who wrote it, can be made most successfully to those who, it might be said, are simply in search of entertainment and who, so long as the music pleases them, care nothing about its history. This class may be debased and grate on the nerves of the musical enthusiast, but their money is just as good as anybody else's and goes a long way toward filling up the open spaces in the cash register drawers. They want popular music—the kind that we hear in the streets—and high-class music, as such, does not appeal to them regardless of how it is pictured in the advertising. To offer them high-grade music on a popular basis, pleasing the ear without burdening the mind, means that their record purchases will be diversified and many records whose titles mean nothing to the musically uneducated will cease to be shelf-warmers.

Now let us make ready for the greatest fall trade in history.

PERFORMANCES
—NOT PROMISES
ARE THE BASIS OF
DITSON SERVICE
—VICTOR EXCLUSIVELY

OLIVER DITSON CO.

BOSTON

CHARLES H. DITSON & CO.

NEW YORK

Why Dealers Should Take a Personal Interest in the Musical Life of the Community

Can a business be dissociated from the social instincts by which it comes into being and by the continuance of which it is alone sustained? The question would seem almost to answer itself. Yet is it not perfectly true that in one business, at least, of which this newspaper is an organ, the rank and file of the merchandisers engaged in it have from the first been proceeding on the opposite principle?

In a word, is it possible for anybody to conduct a business in musical instruments without taking a definite interest in the musical life of the community? It is perhaps possible, in a restricted sense of the term, to do this, but it certainly is not possible in any broad sense at all. That is to say, the merchant who is making any real and lasting impression upon the community in which he lives is the merchant who is thinking in terms broader and more inclusive than any which may be expressed in mere figures. The statement savors, no doubt, of the copybook maxim, but copybook maxims are none the less true for being trite. The great trouble with them all is that they are not put into practice. One fails to find any other fault with these excellent but neglected aphorisms.

The One Foundation

We repeat that the life of a music business, and especially of a talking machine business, if it is to strike deep into the life of its community, must be founded upon the musical needs of that community. The merchant in things musical who is not putting in a good part of his time working for the general musical good of the city, town or district in which he lives is neglecting one of the most potent weapons he can find to his hand for the up-building of his own business career, and at the same time is failing in an obvious duty to the community whose support alone makes that career possible.

Responsibility

Trite and even canting as some folk may deem them, the old truths about one's responsibility to one's brother are not obsolete. They have not been at all superseded, nor is there any reason to suppose that they ever will be, despite all the fashionable theories of the day. Business men who have sneered at them have been suffering from ignorance and no more than this. It is not bad-heartedness, but ignorance and lack of vision, which bids men seek only their own good and forbids them to believe that it is more blessed to give than to receive. The Master who said this last was a man who knew very thoroughly the meaning of every statement he ever made and who never made a statement not completely and absolutely true.

When he said "It is more blessed to give than to receive," he certainly did not mean that one should give away to an unappreciative world on the theory that somehow good would flow from the act. He did not ask us to cast pearls before swine. But he did mean quite scientifically that if a man will enter upon his work with the thought always first in mind to see how much good he can do to his community, how much he can put into it as it were, the result will be that his reward will surely come and he will find himself repaid in full measure, pressed down and running over.

The Two Roads

The careers of the most completely successful merchants show how entirely true this is. For a man to heap up a lot of money without heaping up a lot of good-will is simply for that man to take the best and quickest road to a life of mental and physical misery. The man who works for his community through his business and who is every day asking himself how best he may serve that community in the line of his business is the man who is becoming wholly indispensable and who is heaping up for himself a treasure of good-will which no misfortune can overcome. That man's business career is founded on a rock and the winds and storms shall not prevail against it.

It may sound strange to say it, but ask yourself if the business man who is always "breaking down" and always having "family troubles" is not often also the business man who is most selfish, narrow and grasping in his business methods?

Application

Very good, if all this be true, how may it be applied to the player-piano business? Simple enough. We have spoken of one's duty to one's community, and what greater duty can any American citizen have than to do his share in improving and refining the musical taste of the people? One of the saddest things about American social life is its narrowness of outlook. What is duller than a life which has been filled with cheap amusement outside the home and which when these begin to pall has absolutely no other resource upon which to fall back? How often this describes the life of the moderately prosperous and moderately rich of American society! It does not give the idea of anything very nice, does it?

Now every effort is being made by the Music Industries Chamber of Commerce to bring its many members to a realization of the place which community service in the cause of music ought to occupy in their business lives. It is not alone that the encouragement of home and

community music will lead to the sale of more pianos, and players and talking machines, though that is evident enough. It is even more that the merchant who honestly tries to help his community does at the same time honestly help himself. He helps himself to become, and does, in fact, become, a better citizen, a better business man and a better man in his own family relations besides.

Community Music

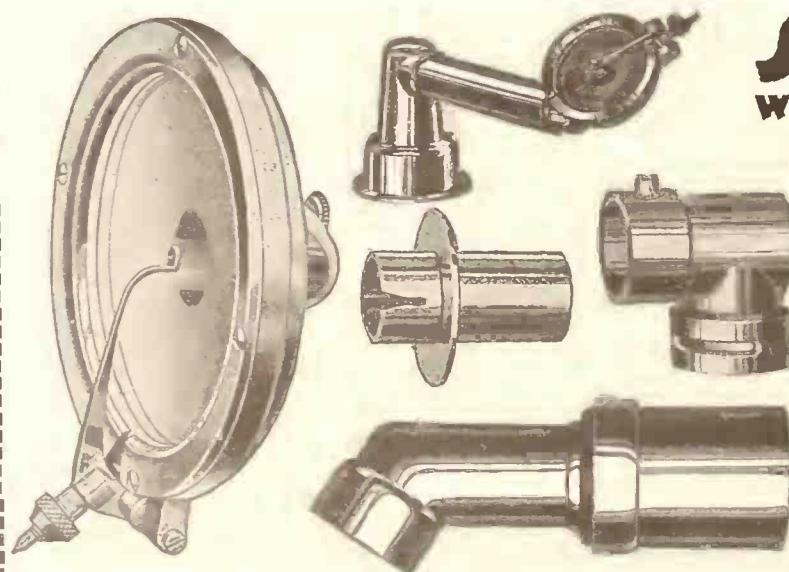
At the present time the whole subject of community music is being carefully worked out. Women's clubs, commercial associations, schools and societies of all sorts are interested. The Chamber of Commerce has its own bureau for this propaganda, with offices both in New York and Chicago. The public schools are becoming more and more interested. All sorts of agencies are trying to make the most of the growing interest throughout America in community life and the common activity, rightly directed, of neighborhoods and groups. The talking machine retailer who does not see big opportunities here, whether for himself as an individual or for himself as a citizen, is very narrow-minded indeed.

"Selling" the Community

Very much can be done, if only in the way of expert advice. Take, for instance, the talking machine. The position of this instrument in the minds of many members of the community is not high. There is a tendency to class it down pretty low.

But this is absolutely wrong. The merchant who knows what is good for his business ought to set himself the task of building up public estimation of the talking machine and its music. He will not fail to benefit by this in ways which need not be worked out in detail here. The same merchant can surely see that schools, public libraries, women's clubs and institutions of all public sorts which now do not buy talking machines will begin to buy them only when their merits are more publicly understood. He has a great work to do in "selling" to his community a belief in the wonderful educational achievements of the talking machine record and the mission of the talking machine in this connection, and this he can do best of all through community activities in community music.

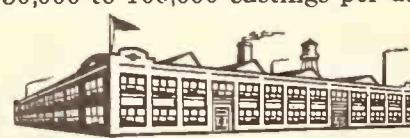
Among the visitors at the headquarters of the Columbia Graphophone Co. recently were M. Rogers, manager of the talking machine department of The Hub, Baltimore, Md., and George Millison, a very successful Columbia dealer of Cumberland, Md.



Superior Die Castings will Cut Your Costs and Increase Your Sales

Tonearm and Reproducer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for
Samples of Work we
are doing in
this line



Send us
your Specifications
or Models for
quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets // Chicago • Illinois

SELLING EXPENSE—A *Vital Issue*

How it deceives the Dealer as well as the Maker

A Talking Machine manufacturer knows exactly how much his machines are costing him to build--and the dealer knows what he pays for the machines he sells.

But you do not know what it is going to cost you to sell them---and that's the part that is Vital to you, for it affects your Profit. If your selling expense is too high, then you are losing money---you are actually throwing money away.

Every machine that comes back---every sale that is made which is unsatisfactory to the user is a sale that better never had been made. It eats into your profit by increasing your selling expense, it undermines your business, and instead of getting Repeat Orders and helping you to build for permanency it is tearing down the reputation that you are striving to achieve.

Because the Buying Public today is demanding more value for its money than ever before. Higher Standards of living, higher ideals and a better knowledge of Quality make it absolutely necessary that a Talking Machine be as perfect in its operation as it is in its appearance. It must have a motor that makes this possible.

The machine that is noisy, unsteady and common in its work, requiring continual tinkering and adjusting, is not the machine on which to build a reputation and a successful business. It costs too much to sell them and they will never give the satisfaction that every man wants his product to give---they will never bring repeat business. They will never stay sold.

The THOMAS
DAYTON,

They fall short of the mark. They are not up to the standard set by machines using the Dayton Motor.

Some men overlook the importance of using the right motor for their talking machines. They forget that upon the motor depends largely their reputation as a builder of machines that bring profitable business, machines that create confidence in the dealer and satisfaction to the user. They lose sight of the fact that a "bargain" motor is a poor compromise, and that it will not stand comparison with a Dayton Motor equipped machine.

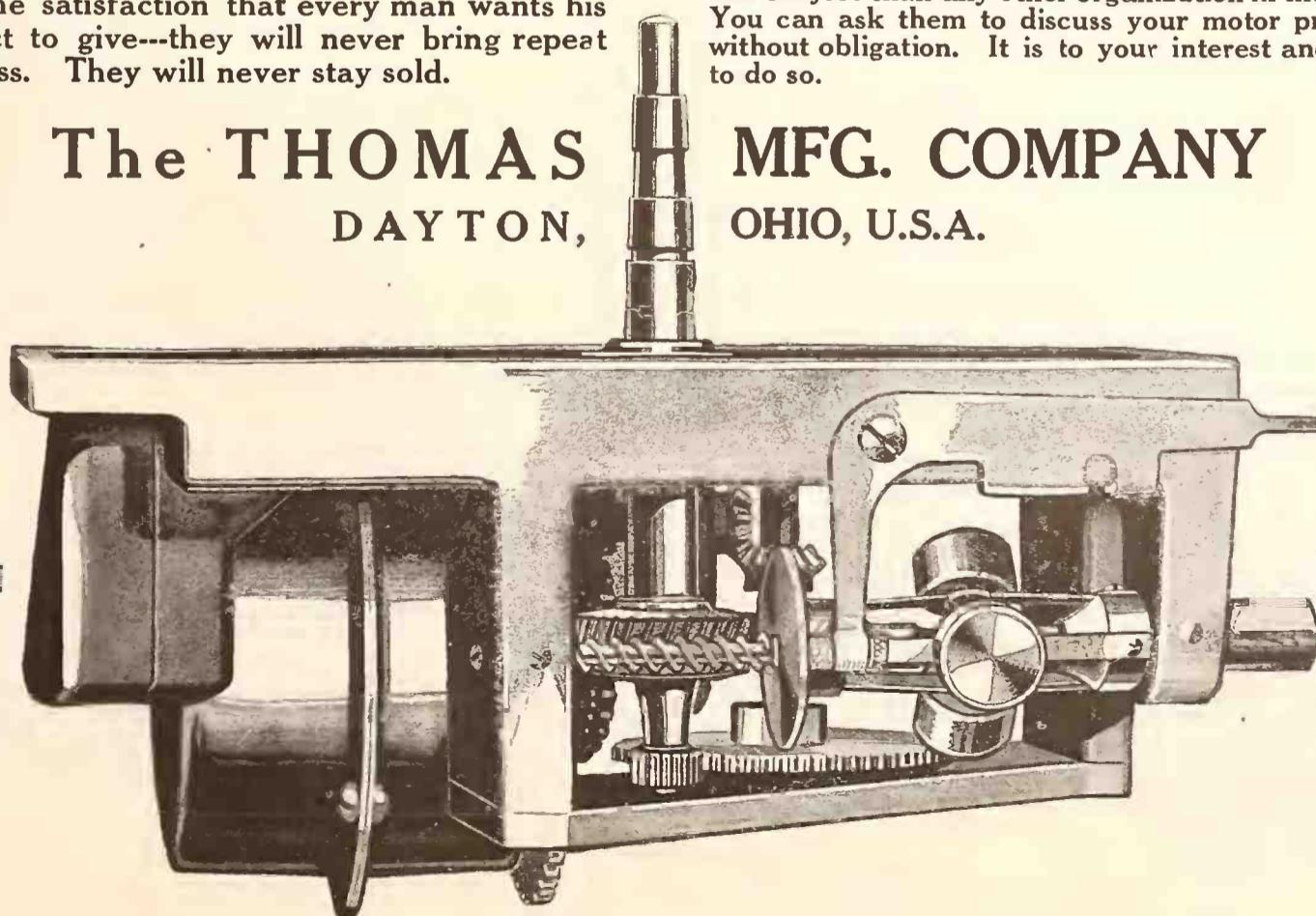
Your machines MUST be the equal---they MUST bring the results that Dayton Motor equipped machines are bringing to their makers, or you are bound to lose. No matter how beautiful the cabinet. No matter how low the price or how great has been your past reputation.

The Dayton Motor sets a new Standard of Quality. It has created New and Greater Possibilities in the field of the talking machine. It is the motor by which all motors have come to be judged and its introduction as regular equipment in your machines will at once stamp your product as among the exclusive---the highest grade.

Dealers who handle Dayton Motor equipped machines are finding a reduced selling expense, increased sales, absence of complaints and replacements. They have learned a new meaning of the words "cumulative profits" as applied to the talking machine business.

The Thomas people are experts in the application of Spring-Motor Power; they have more to tell you on this subject than any other organization in the world. You can ask them to discuss your motor problems without obligation. It is to your interest and profit to do so.

MFG. COMPANY
OHIO, U.S.A.



THE DAYTON MOTOR

Made in various sizes for full line of Cabinets from the lowest priced to the highest grade Talking Machines.

MANY TALKERS IN OIL FIELDS

Texas People in Oil Districts Appreciate the Best Kind of Machines and Music

A census of talking machines and other musical instruments in Harris County, the center of the Texas oil fields, shows that there is a surprising number of talking machines in that section, many more than some city dealers might expect, according to word from Houston, Texas. It is said that in the residential sections of the oil district, especially at Goose Creek, one can hardly walk a block without hearing many talking machines on which the latest records of song hits are being played. The educational value of the talking machine in this State has been tremendous and many of the highest class records are to be found in homes in the most remote parts of the State. It is gratifying that the better class of music is being appreciated in this region, for as a rule in the outlying camps and oil fields only the coarser and cheaper type of music is offered to the people.

FOURTEEN NEW TALKER BOOTHS

Wiley B. Allen Co. Enlarges Talking Machine Department in San Francisco on Big Scale

SAN FRANCISCO, CAL., September 4.—Wiley B. Allen Co. is installing fourteen talking machine demonstration rooms on its first floor and the changes which are in process of being made give the store a decidedly changed appearance. Only a few pianos are retained in the side rooms to the left of the big store and the rest of the central part of the store will be devoted to the talking machine business. These rooms, which will be ready for occupancy very shortly, are located seven on each side of the central supporting pillars, along the sides of which will be located a series of cases for records. A curved counter is built in front of these cases and here the cashier will be stationed. The demonstration rooms have plate glass sides and the view to the rear of the store is but little cut down by them. It is planned to have a girl demonstrator to each group of two rooms. The bulk of the stock of records will be kept in

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely. Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

the mezzanine, where the music roll department was previously located. This department is now located in what might be termed a "sub" mezzanine and it is planned to carry a larger stock of rolls as well as records. Two rooms on the second floor which had not been utilized for this purpose before are to be added to the other rooms on that floor for piano demonstration rooms. Besides these changes in the local store the company is fitting up a new store at Fresno, where previously it had but little more than a warehouse, with Roy Weldon as manager.

COLUMBIA STREET CAR CARDS

New Series Recently Issued Proves Distinctly Popular With the Retailers

The new series of six street car advertising cards in colors recently issued by the Columbia Graphophone Co. for the use of retailers has made a distinct impression on the trade, and retailers in all sections of the country have been quick to file requisitions for sets of the cards for use in street cars in their respective towns. The advertising on the six cards is well diversified. One refers to the records of the operas, another to dance music, a third to the popular jazz melodies found on Columbia records, and there are other cards devoted to the exploitation of several types of Grafonolas. Although the cards are designed primarily for use in street car advertising, they may also be used most appropriately in the show window or demonstration booth.

CHARLES EDISON ISSUES APPEAL

Son of Inventor Asks Support for National Social Unit Organization

Charles Edison, son of the inventor, has issued an appeal to Americans the country over to support the program of the National Social Unit Organization in its campaign to "educate every man, woman and child in America in the principles of community organization, fair play and Americanism."

"Our America," said Mr. Edison, "is facing a social crisis which must be met by a constructive program which will make life worth living for the whole people and impart a vigorous impulse to the progress of civilization."

"In a remarkable experiment in a neighborhood of 15,000 persons in Cincinnati the National Social Unit Organization is demonstrating that it is wholly feasible to develop such a democracy under the American principle of representative government."

LORIMER IS CHAMPION TRAP SHOT

G. W. Lorimer, of the Lorimer-Hicks Mfg. Co., Troy, O., was the winner of the Grand American Handicap which was held in Chicago during the week of August 11 to 16. He is now the champion trap shooter of the United States and won this honor from a field of 798 contestants. Mr. Lorimer is an active figure in the talking machine trade, but finds time to devote to his favorite sport of trap shooting and is as enthusiastic over this sport as he is in selling talking machines.

The advertising department of the Columbia Co. now has in preparation some interesting literature of various sorts designed for the service of the dealer. In the lot is to be included the September issue of the Columbia Record, which promises to be a notable number.

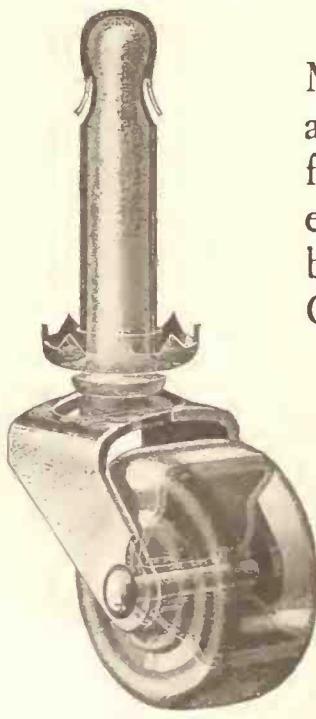
FAULTLESS

PIVOT BEARING CASTERS

Casters that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.



Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G".

**FAULTLESS
CASTER COMPANY**
EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:
Geo. Mittleman, 487 Broadway, N. Y.

Full Size—C-65

FIGURES THAT STARTLE

The UNITED STATES has only
6% of the World's Population
7% " " " Land

YET

the UNITED STATES Produces:

85%	of the world's supply of	Automobiles
75%	" "	Corn
66%	" "	Oil
60%	" "	Copper
60%	" "	Aluminum
60%	" "	Cotton
52%	" "	Coal
50%	" "	Zinc
40%	" "	Lead
40%	" "	Silver
40%	" "	Iron and Steel
25%	" "	Wheat
20%	" "	Gold

¶ Besides, the United States operates **40%** of the world's railroads and has the best transportation facilities in the world.

¶ Before the war the United States was a debtor nation to the extent of \$5,000,000,000. This is now wiped out, but foreign nations owe us \$10,000,000,000.

¶ *Business is good and it's going to be better. And the demand for Talking Machine Needles is going to be greater than ever. We advise you to anticipate your Fall requirements NOW and get in touch with us. Have You Seen the New*

BRILLIANTONE

**TWO-TONE
STEEL COMBINATION FOUR-RECORD
NEEDLES**



Each needle
Will Play
Four Records
Two Soft Tone
and
Two Loud Tone



UNIFORM
HARDNESS
UNIFORM
POINTS
UNIFORM
LENGTH

Made in America by Americans

**BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED**

Suite 655-659, Marbridge Building, Broadway at 34th Street, NEW YORK CITY

Metropolitan District: EMERSON RECORD SALES CO., 366 5th Ave., N. Y. City

Chicago District
WALTER A. CARTER
57 East Jackson Blvd.
Chicago, Ill.

Pacific Coast District
WALTER S. GRAY
530 Chronicle Bldg.
San Francisco, Cal.

New England District
EMERSON NEW
ENGLAND, INC.
68 Essex Street
Boston, Mass.

CANADA

MUSICAL MERCHANT
DISE SALES CO., Ltd.
Excelsior Life Bldg.
Toronto, Canada

BOURGETTE & WOODS
16 McGill College Ave.
Montreal, Canada

Foreign Export: CHIPMAN LTD., 8-10 Bridge St., New York City



Sascha Jacobsen's violin fairly talks in "Dear Old Pal of Mine." It makes love beautifully in Victor Herbert's "Serenade." A-2753.

Columbia Graphophone Co.
NEW YORK

MERCHANT MARINE NEEDS TALKERS

Music is Needed to Pass Away the Long Hours at Sea—War Camp Community Service Forced to Abandon This Work Through Lack of Funds—Has Equipped Many Ships

Seamen on the many ships of the new merchant marine flying the American flag are being neglected as regards their personal comfort and well-being, as we may judge from the life they lead at sea. The foreign ships which touch at New York are provided with athletic equipment, magazines, books and talking machines and records by foreign societies in charge of this work. British ships are especially well cared for by the members of the various British-American societies, but the men of the American merchant marine, if reports are well founded, are in need of many of the comforts of life which would do so much to make the long hours at sea pass more quickly.

The one thing most desired by the sailors when at sea is a talking machine and a plentiful supply of records, for on the slow merchant ships the long nights when the vessel is sluggishly plowing along through the seas seem interminably long. Music is a great factor in relieving the tedium of the time when the men are not working. The War Camp Community Service, recognizing this need, has equipped many ships with machines and records in the past, but now through lack of funds is unable to continue the good work. If other organ-

izations would aid in this cause to provide means of recreation for the men of the American merchant marine by giving them talking machines or other musical instruments, they would be doing a great work.

MIDSUMMER NUMBER OF TONEARM

August Number of Columbia Graphophone Publication Full of Fun and Activities

The midsummer number of the Tonearm, the factory magazine of the Columbia Graphophone Co., has appeared and is unusually full of pep for the languid season of the year. The active energy manifested in the plant finds its way into the columns of the paper, which are full of personal items which help make the daily work pleasant and agreeable. The cover is in blue and gold and throughout the pages are many clever cartoons taken from Judge. The various activities of the employes during the month just past are told in full with photographs of the people most in the limelight. In addition to the lighter articles there is some useful information on the planting and care of trees and many health hints designed to aid the workers to keep in the best physical trim.

The Mastertone Phonograph Co., East Liverpool, O., was recently incorporated with capital stock of \$15,000, by S. T. Herbert, E. L. Bradford, F. P. Geiger, J. V. Hughes, John Stamm and R. J. Thompson.

BOOSTING THE PATHÉ IN FLORIDA

In Spite of Alligators 'n Everything, Pathé Rooster Well Introduced in Peninsula State

C. E. New, of the John A. Futch Co., Jacksonville, Fla., with his Ford coupé and sample Pathé, is covering the entire State of Florida and the southern part of Georgia and is meet-



C. E. New and His Pathé Outfit

ing with extraordinary success in establishing new Pathé dealers in his territory. He is most enthusiastic over the outlook for a big fall business and says that he is impressing upon all of his dealers the importance of anticipating their needs as far in advance as possible instead of waiting till the last minute to place their orders for machines, thus avoiding the possibility of disappointment from their source of supply.

W. G. PILGRIM ON VACATION

Assistant General Manager of Otto Heineman Phonograph Supply Co. Enjoyed Fishing With S. A. Ribolla, General Manager

W. G. Pilgrim, assistant general manager of the Otto Heineman Phonograph Supply Co., Inc., left New York last month for his annual summer vacation, and, following his 1918 itinerary, met S. A. Ribolla, general manager of the Otto Heineman Phonograph Supply Co., of Illinois, at Grand Beach, Michigan. These two popular members of the talking machine trade spent three weeks fishing, golfing and swimming. Last year Mr. Pilgrim won the fishing honors, while Mr. Ribolla received the golfing crown, but the rivalry for this year's honors is unusually keen, and we can, therefore, look forward to some real "fish" stories and golf cards of 80 or thereabouts.

Public welfare work in Muhlenberg, Ky., is enlisting the efforts of many people and many organizations in that city. The J. L. Roark Estate, county distributors for the Victor products, has offered a Victrola and six records to the boy and girl making the best showing for the year.

To the Trade:

This is to advise that I am NOT connected with any business other than the one I am conducting at 3 and 5 Waverly Place, New York City, under the style and firm name of MAX L. GOLDBERT.

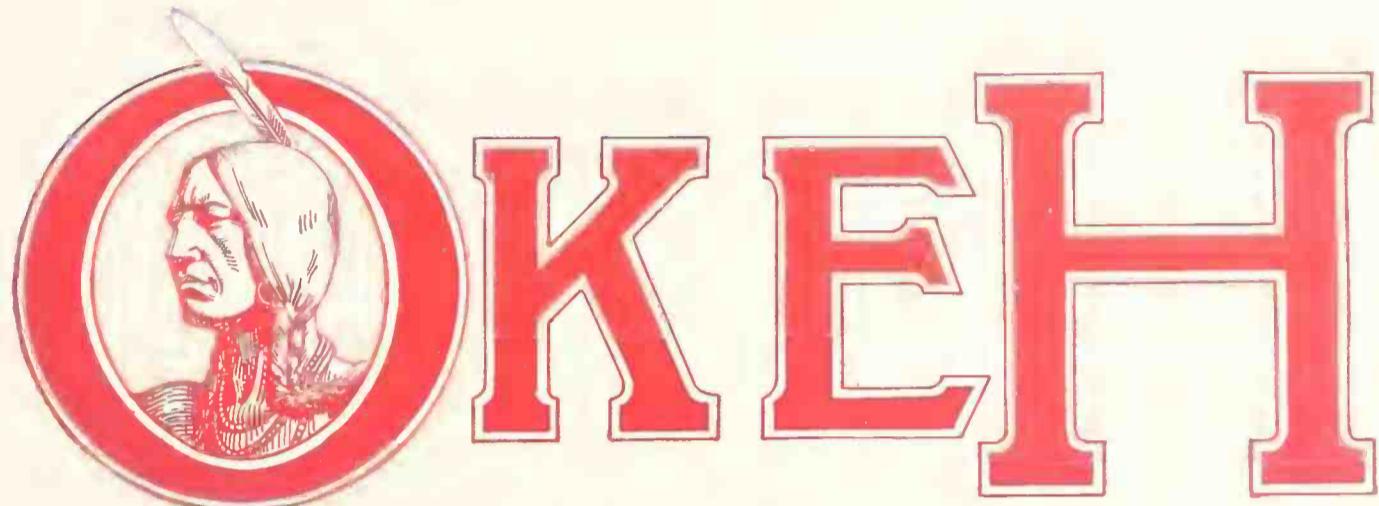
NOTICE:—Any firm or individual, not one of my authorized representatives, soliciting business on my prestige, is sailing under false colors.

Max L. Goldbert



HEINEMAN

Announcing the



Motor

We are preparing to offer the trade the finest motor in the phonograph industry. It will embody every improvement and refinement that has given merit and satisfaction. The OkeH MOTOR will represent the last word in motor perfection, and will prove a revelation to phonograph manufacturers.

Order Now for Jan. 1st Deliveries

Otto Heineman
President

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO; NEWARK, N. J.; PUTNAM, CONN.;
SPRINGFIELD, MASS.

BRANCHES:

CHICAGO

SAN FRANCISCO

TORONTO, CAN.



TALKING MACHINES AT THE BIG MINNESOTA STATE FAIR

Enormous Crowds Attracted—Exhibits of Edison, Pathé, Starr, Vista Phonographs Attract Much Attention—Exhibitors Well Repaid for Their Investment

MINNEAPOLIS AND ST. PAUL, September 6.—Everybody went to the big Minnesota state fair, August 20 to September 6. It was the biggest fair ever held either in Minnesota or any other state. The attendance on Labor Day was 201,619 and with fine weather predicted the turnstile count for the show should have been in the neighborhood of 600,000.

Music was in the air throughout the eight days of the fair. Four big military bands, the "Million Dollar" Sunset Division band, the 151st Field Artillery band, the Minnesota State band and Thaviu's concert band, with a score of smaller organizations and a hundred or more talking machines, kept music ringing in the ears of every visitor.

Only a small number of the Twin City dealers deemed it to their advantage to make displays at the show, but those who were there were amply repaid for their efforts. In the first place the attendance was unprecedently large and then a change has come over the ruralites, for they are no longer afraid to spend money.

The exhibitors were Laurence H. Lucker and the Minnesota Phonograph Co., G. Sommers & Co., M. L. McGinnis & Co., the Northwestern Music House and the Vista Talking Machine Co. in connection with Hochman Bros., Minneapolis.

A life-sized photograph of The Wizard himself attracted attention to "the phonograph with a soul" shown and demonstrated by Laurence H. Lucker and the Minnesota Phonograph Co. That the people of the Northwest are familiar with the Edison products was amply testified by the throngs about the booth. A very complete line of cabinet machines was on display together with some period cases.

The center of attraction in the Sommers booth was the new Pathé Actuelle. About twenty Pathé machines were on exhibition. Demonstrators expatiated upon the advantages of the Pathé S-

aphire ball and the durability of the Pathé records.

Starr phonographs and Gennett records were shown by M. L. McGinnis & Co. Mr. McGinnis, who is a veteran piano man, has now become a phonograph enthusiast and almost has been weaned away from his old love. Four fine types of the \$300 models of the Starr machines formed the most conspicuous feature of the exhibit.

Linderman and Columbia phonographs, together with Boland band instruments and Mathushek pianos, completely filled the extensive space ob-

AMERICAN PLYWOOD CO. ORGANIZED

Frank L. Zaug, Former Manager of Wisconsin Cabinet & Panel Co., an Edison Industry, Heads New Concern—Factory Soon Ready

MILWAUKEE, Wis., September 5.—The American Plywood Co. of New London, Wis., has been organized with a capital stock of \$200,000 to engage in the manufacture of veneers, panels, cabinets and other fine woodwork. The establishment of this enterprise is of particular interest to the talking machine trade.

At the head of the new interest is Frank L. Zaug, who resigned August 15 as vice-president and general manager of the Wisconsin Cabinet & Panel Co. of New London, a part of the Thomas A. Edison industries, and one of the principal sources of supply of cabinets for the New Edison phonograph. At the time of his retirement, Mr. Zaug had brought the daily output of the New London factory to about 225 cabinets a day, which gives an indication of the vastness of the Edison operation at this point.

The new American Plywood Co. is erecting the first unit of its factory, which will be ready about November 1. The main building will be 80x240 feet and will contain a complete veneer cutting mill, 70x70 feet, which will convert the

tained by the Northwestern Music Co. President Boland was in charge of the show and was full of enthusiasm for the success of his venture at the fair. His house, while handling a full line of Columbia Grafonolas and records, is pushing the Linderman phonograph, in the manufacture of which the company is interested.

New in the state fair field was the Vista talking machine, made at Port Washington, Wis., and six other places. The concern also makes the Paramount records. Its display at the fair was made in conjunction with Hochman Bros., dealers at 416 East Hennepin avenue, Minneapolis. P. F. Moses, of the Chicago headquarters, is taking the exhibit about the country and is signing Vista contracts with many merchants.

raw hardwood log into plywood for conversion into finished panels and cabinets under one roof. Mr. Zaug will be general manager and have an initial force of 125 to 150 experts.

The resignation of Mr. Zaug resulted in a number of promotions in the Edison factory at New London. J. M. McLaughlin becomes general manager; O. J. Haarlander, superintendent, and M. R. Matthews, chief inspector.

PRICE WITH EMERSON EMPIRE CO.

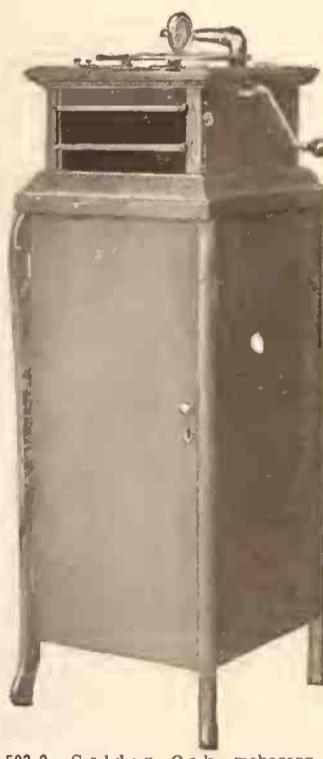
Abram Price has resigned his position as credit manager of the Emerson Phonograph Co. in New York City, to take up his new work as general manager of the Emerson Empire State Co. He will reside in Syracuse, N. Y.

TAKES BRUNSWICK AGENCY

The Barnard Music Co., 415 West Biddle street, Jackson, Mich., has taken on the Brunswick agency for that territory in addition to its present line of Baldwin pianos and players.

The salesrooms and offices of the Cheney Phonograph Co., Grand Rapids, Mich., have recently been redecorated and repainted and now make one of the most attractive talking machine centres in the Furniture City.

CABINETS FOR NEW TYPE COLUMBIA GRAFONOLAS



502-2.—Golden Oak, mahogany, nickel plated trimmings, lock and key, pin box, rack interior. Height, 33 inches. Top, 13 1/2 x 14 1/2 inches. Holds 126 twelve-inch Records. Matches Columbia Grafonola A-2. Top has countersunk holes to accommodate rubber bumpers on machine. Average weight, crated, 50 pounds.



507.—Mahogany, golden oak, nickel plated trimmings, lock and key, rack interior. Height, 33 inches. Top, 16 1/2 x 10 1/2 inches. Holds 192 twelve-inch Records. Matches Columbia Grafonola C-2. Top has countersunk holes to accommodate rubber bumpers on machine. Average weight, crated, 70 pounds. 5070.—Same cabinet, with shelves interior.



800.—Mahogany, golden oak, weathered oak, fumed oak, early English, nickel plated trimmings, lock and key, rack interior. Height, 33 inches. Top, 19 x 23 inches. Holds 192 twelve-inch Records. Matches Columbia Grafonola D-2. Average weight, crated, 70 pounds. 8000.—Same cabinet, with shelves interior.



503.—Golden Oak, mahogany, nickel plated trimmings, lock and key, pin box, rack interior. Height, 33 inches. Top, 17 x 17 inches. Holds 164 twelve-inch Records. Columbia Grafonola A-2 and C-2. Average weight, crated, 50 pounds. 5030.—Same cabinet, with shelves interior.

Immediate Delivery

We also make many other styles of cabinets and will be glad to send our catalogue No. 20 for the asking.

SCHLOSS BROTHERS

Phone Columbus 7947

637-645 WEST 55th ST.

NEW YORK CITY



The Highest Class Talking Machine in the World



Unequalled Tone and Superb Design



SONORA'S tone is matchless and this is daily proven by the public which chooses the Sonora after carefully examining and hearing all phonographs.

To the eye as well as to the ear the Sonora is remarkably beautiful and it does not require a highly trained observer to appreciate the handsome lines of the Sonora period styles and the

elegance of the graceful, curved upright models.



Louis XVI



Jacobean

There is a keen pride of possession in owning a Sonora and there is a Sonora to satisfy every taste. The prices from \$50 to \$1000 enable the buyer to secure just the instrument best suited to his purse.

Write for information regarding the Sonora

Gibson-Snow Co.

SYRACUSE, N. Y.

State of New York, with the exception of towns on Hudson River below Poughkeepsie and Greater New York.

Griffith Piano Co.

605 Broad St.,
NEWARK, N. J.

Northern New Jersey.

W. B. Glynn Distributing Co.

SAXTONS RIVER, VT.

States of Maine, New Hampshire, Vermont and part of Massachusetts.

Hessig-Ellis Drug Co.

MEMPHIS, TENN.

Arkansas, Louisiana, Tennessee, Mississippi.

Hillman Phonograph Co.

WHEELING, W. VA.

Virginia and West Virginia.

Kiefer-Stewart Co.

INDIANAPOLIS, IND.
Entire State of Indiana.

C. L. Marshall & Co.

82-84 Griswold St.,
Butler Bldg.,
DETROIT, MICH.
State of Michigan

Minneapolis Drug Co.

MINNEAPOLIS, MINN.

States of Montana, North Dakota,
South Dakota, Minnesota.

I. Montagnes & Co.

Ryrie Bldg.,
TORONTO, CANADA.
Dominion of Canada.

Musical Supply & Equipment Co.

221 Columbus Ave.,
BOSTON, MASS.

Connecticut, Rhode Island and eastern
Massachusetts.

Ohio Sales Co.

Beckman Bldg.,
409 Superior St.,
CLEVELAND, OHIO
State of Ohio.

Rountree Corporation

RICHMOND, VA.
North Carolina and South Carolina.



The Highest Class Talking Machine in the World



Careful Attention To Our Customers



SONORA distributors everywhere realize that the success of the dealers they serve is the foundation of their success, and if you handle the Sonora you will find that your requirements will be met as far as it is humanly possible.



Invincible

With the enlargement of Sonora factories it is hoped that deliveries will be materially increased and no efforts are being spared to furnish Sonoras as rapidly as possible. *The Sonora quality, however, is never lowered to speed output.* Not "How many?" but "How good?" is the foundation on which Sonora's success is based.

A Sonora agency is now extremely valuable, and, owing to the great demand for Sonoras, only a limited number of new agents can be added. It is a mental comfort to handle a phonograph licensed and operating under the BASIC PATENTS of the phonograph industry and thereby protected from possible troublesome litigation.



Grand

C. D. Smith Drug Co. ST. JOSEPH, MO.

Nebraska, Missouri, northern and eastern part of Kansas and five counties of N. E. Oklahoma.

Smith, Kline & French Co. PHILADELPHIA, PA.

State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Sonora Phonograph Co. 616 Mission St., SAN FRANCISCO, CAL.

Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

Sonora Phonograph Sales Co., Inc.

279 Broadway, N. Y.
Distributors for Greater New York

Southern Drug Co. HOUSTON, TEXAS. Southeastern part of Texas.

Southern Sonora Phonograph Co.

SELMA, ALA.
Alabama, Georgia and Florida.

Southwestern Drug Co.

WICHITA, KANS.

Southern part of Kansas, Oklahoma (except 5 N. E. counties), and Texas Panhandle.

Strevell-Paterson Hardware Co.

SALT LAKE CITY, UTAH.
Entire States of Utah, Colorado, Wyoming, New Mexico, and southern Idaho.

C. J. Van Houten & Zoon

Marquette Bldg.,
CHICAGO, ILL.
Illinois, Kentucky and Iowa

Walthall Music Co.

DALLAS, TEXAS.
Western part of Texas.

Yahr & Lange Drug Co.

MILWAUKEE, WIS.
Wisconsin, Upper Michigan.



A Collection of Operatic Records Represents Quite an Investment

—so collections of any real size are not nearly as common as they ought to be. In almost every case you will find them owned by music lovers who use Fibre Needles practically to the exclusion of all others.

That, as you know, is due to the fact that Fibre Needles positively do not wear records in the slightest.

It is plainly to your interest to emphasize this point among your record customers. It cannot help but make more money for you—not alone in the profits of Fibre Needles, but on what you gain through increased sales of the costlier operatic records.

Just to say that Fibre Needles give a pure, sweet, nicely subdued tone unmarred by hiss is not enough. Make plain the truth about their *eliminating wear*.

Then see how much more freely the higher-priced records sell.

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago

Barbara Maurel sings "Kathleen Mavourneen" and "Love's Old Sweet Song." Millions will want to hear her. A-6112.

Columbia Graphophone Co.
NEW YORK



STOCK SHORTAGE HAMPERS TRADE ACTIVITY IN TOLEDO

Dealers Looking for Larger Allotments—Leading Houses All Optimistic Regarding the Fall Outlook—Crop Conditions Mean a Large Urban Trade—News of Month

TOLEDO, O., September 3.—The talking machine business in this city shows increased activity with the approach of the fall season, and, although some dealers are somewhat hampered by the shortage of machines and records, intensive efforts are bringing results. With most of the men back again from their vacations ready for hard work all stores are making preparations for big campaigns. Red Seal records especially are selling fast and every dealer is taxed to supply the demand.

Chas. H. Womeldorf, manager of the Toledo Talking Machine Co., with his wife and baby, is spending his vacation at The Breakers, Cedar Point, Ohio, and will return home after making a tour around Lake Erie, stopping at Cleveland, Buffalo, Niagara Falls and Detroit.

Mr. Womeldorf feels that there will be a good allotment of machines from the factory for the rest of the year, but feels that he will not get anywhere near enough to take care of the demands of his dealers. He has left Warren L. Kellogg in charge during his absence.

Warren L. Kellogg, who is taking charge of the Toledo Talking Machine Co. while Mr. Womeldorf is on his vacation, says that he is now a resident of Toledo, or will be as soon as his new home is completed, and will then be in better shape than before to give assistance to Mr. Womeldorf, and can also make his trips in the territory to much better advantage.

Mr. Kellogg says that the crops in Ohio, Michigan and Indiana are certainly looking fine, and that the dealers all say that the people have money in plenty, and seem to want to spend it for Victrolas and records. The dealers in his territory are trying hard to get in shape for the big fall rush that is sure to come.

H. G. Pulpfey, the new manager of the Cable Co.'s Toledo store, now feels very much at home here, as his wife and family have joined him at their new home in Wildwood Road. He says business is very good, especially in Red Seal records that the Victor Co. have recently reduced in price, and from all indications the Cable Co. at Toledo will have the largest year in their twenty-three years of business in Toledo.

With the purchase of the Whitney & Currier Co.'s retail department by the Grinnell Bros., the Whitney & Currier name, before the public for many years, passes into history. This establishment is now a Grinnell store.

Mrs. McDonald has resumed charge of the talking machine department of the People's Outfitting Co., and reports business as very good.

Miss Tuey, manager of the La Salle & Koch talking machine department, has just returned from her vacation, and says that the record business has been exceedingly good, especially in Red Seal records.

Arthur J. Pete, of the Lion Store, just returned from his vacation in Michigan, and, while

the fishing was nothing much to brag of, he had a very delightful time. He says the Lion Store is going to stick loyally to the Victor Co., and looks for continuing increase in machines and records. Mr. Pete reports a wonderful increase in business so far this year, and especially so in records, notwithstanding the shortage, and feels that the change in price of the better Red Seal records means a great deal to every Victor dealer.

Out-of-town visitors at the Toledo Talking Machine Co.: G. L. Lathrop, of North Baltimore, O.; Fred Meier, of Monroe, Mich.; Mr. and Mrs. Lowell E. Meek, of Hudson, Mich.; Bruce Carpenter and wife, of Detroit, Mich.; Dan Baumbaugh and family, of Cleveland, O.; Carl K. Rowlands, of Lima, O.; Geo. W. Robinson, of Steubenville, O.; Ralph P. Crane, of Bowling Green, O.; F. H. DeWitt, of Port Clinton, O.; Fred C. Kloepfer, of Bucyrus, O.; E. O. Little, of Auburn, Ind.; Mr. Wagonlander, of Sylvania, O.; Ed. Lyons, of Cleveland, O.

Wm. W. Smith, president of the J. W. Greene Co., is very busy these days arranging his campaign for the wonderful increase in business that he has a right to expect for his company in all lines this fall. He is particularly optimistic about the talking machine end of his business, and believes that the better classes of

Red Seal records especially are going to have a tremendous sale this fall and winter.

The Wm. B. Duck Co. is closing out the stock of pianos and players to make more room for the ever-increasing Victrola business.

A BOSTON INCORPORATION

The Symphony Talking Machine Shop, Inc., has applied for a Massachusetts charter. The capital is \$10,000, divided into one hundred shares at \$100 each. The officers of the incorporation are Charles Soddeck, president; Robert J. Howell, 31 Topliff street, Dorchester, treasurer, and William C. Pree.

ENLARGING VICTOR DEPARTMENT

E. Clyde Ferguson, of Niles, O., has just purchased the building where he has a Victrola and drug business and will now go ahead and put both of the departments in much better shape to get the increased business that is coming his way.

L. C. STOWELL IN MAINE

Leon C. Stowell, of New York, sales promotion manager of the Dictaphone branch of the Columbia Graphophone Co., recently spent a few days in Bangor, Me., visiting E. G. Curtis.

No talking machine store ever closed up because it was too attractive.

Ideally Equipped for Efficient Service to the Victor Dealer



Established
1831

Mellor's
604 Wood St. Pittsburgh

OFFICE
604 Wood St.
PITTSBURGH

Victor Wholesalers

Mellor's, whose Victor Wholesale Warerooms are here illustrated, would appreciate the opportunity of demonstrating to you their prompt and efficient service.

INDIANAPOLIS TRADE ANTICIPATE GREAT FALL BUSINESS

Dealers Make Changes in and Enlargements of Store Equipment to Meet Fall Demands—News Budget That Tells of Activity in All Branches of Talking Machine Trade

INDIANAPOLIS, IND., August 30.—Anticipating a record-breaking business this fall, a number of the local dealers are making expansions and are adding new demonstrating booths.

The Pearson Piano Co. is completing its remodeling work. The record sales counter has been moved from the rear to the front of the first floor, more space has been provided for records and four new booths have been added. Mrs. J. Ellison Fish, manager, said that from the way the August business has come in September should start the fall season in great shape.

The Baldwin Piano Co. is making arrangements to provide three more booths for its talking machine department. The player-piano roll department is being moved upstairs and three large demonstrating booths formerly used by that department will be turned over to the talking machine and record department. C. P. Herdman, manager of the talking machine department, said his only worry about fall business was the problem of getting sufficient stock.

Miss Minnie Springer, manager of the Victrola department of Taylor's, said that the big success the sealed system of selling records with none going out on approval has met with, together with a wonderful growth of the business, made it necessary to add three additional demonstrating booths. Under the sealed system, records are tested and sealed as received and a separate stock is kept for demonstration so a customer knows he is getting a record in perfect condition when he buys one. The department now has twelve booths.

The Indianapolis Talking Machine Co., successor to the Stewart Talking Machine Co., has completed its remodeling of the store. The store has ten demonstration booths, each different in its decorations and dedicated to a Victor artist. One booth is devoted to the children's educational records and the furniture of this room is in white with nursery designs.

C. R. Anderson, manager of the company, reports that the August business was very satisfactory. Miss Carey Hobson, in charge of the educational record sales, is attending the convention at Camden, N. J. Miss Hobson received a letter from R. Walter Jarvis, city recreation supervisor, thanking her and the company for the co-operation in the children's festival dance pageant given at Brookside park. In teaching the children in the recreation work dancing steps the talking machine has proved an invaluable aid.

H. E. Whitman, of the Circle Talking Machine Shop, has announced that he will install extra booths and make additions to his office rooms in preparation for the fall business.

George Standke, manager of the Brunswick Shop, returned from a short visit with his relatives near Kansas City, Mo. R. A. Izor, sales manager of the shop, has resigned and will go to Los Angeles, Cal. Mr. Izor has not made definite plans, but said he would probably go into business for himself. Charles A. Grossart, treasurer of the company operating the Brunswick Shop, succeeds Mr. Izor.

W. G. Wilson, manager of the Grafonola Shops, Inc., is vacationing in Boston, Mass.

Frank Carlin, of the Carlin Music Co., reports that the summer business has been unusually good. Mr. Carlin is looking for a new location of the store, as next spring the company must move.

A. H. Snyder, manager of the Edison Shop, says he has but one worry about business and that is getting machines fast enough. He has been unable to keep up with his sales force in supplying Edison phonographs.

The Starr Piano Co., T. H. Bracken, manager, has been doing some effective newspaper advertising on the Starr phonograph and Gennett records. Mr. Bracken says he is confident the fall business will be big.

E. R. Eskew, manager of the Pathé Shop, believes he has struck a world beater in the new Actuelle. Mr. Eskew has demonstrated the new machine to several leading musicians here and they were enthusiastic regarding it. Mr. Eskew had his first machine in the store only a short time before a customer buying records and who already had a phonograph insisted on buying it.

The Stewart Talking Machine Co., distributors of the Victor line, has completed its extensive interior decorations of its office rooms. George Stewart said that there was a slight shortage in September Victor records and that orders from dealers jumped to two and one-half times the supply.

E. T. Huller, of the Stewart Co., has compiled a number of statistical maps showing zones in which the company can ship goods at cheaper freight, express and parcel post rates than competitors in other towns.

Howard J. Shartle, manager of the Victor record order department, visited the company with Gus Wielage, who will succeed him.

Ben Brown, manager of the wholesale branch of the Columbia Co., reports that the demand for Columbia machines and records continues strong. Robert E. Ray, general sales superintendent of the company, was here recently.

The Kiefer-Stewart Co., distributor of the Sonora, is highly pleased with the showing being made by the Sonora department of Charles Mayer & Co., of Indianapolis. Ernest L. Arthur, manager of the Mayer Sonora department, reports that the demand for the Sonora phonographs is excellent. He is planning to have an exhibition at the State fair.

Orders for the new Actuelle are being received by the Mooney-Mueller-Ward Co., Pathé distributors, from dealers who have only read advertisements describing the machine. A big business is predicted for this phonograph.

F. W. Fromm, manager of the talking machine department of the Baldwin-Miller Co., distributors of Dalion phonographs and Paramount records, reports that the summer business has been very satisfactory. H. J. Weir, one of the oldest talking machine men in Indiana, is the traveling representative of the company. Ivan C. Dunlap, of Elwood, visited Mr. Fromm this week and told him he had moved into a new room with four demonstration booths and a concert hall.

Frank Buttweiler, manager of the branch of the Brunswick-Balke-Colliender Co., has been visiting in California.

WHY
Mr. Dealer
Are Your Com-
petitors Selling
So Many
Phono-Grands?
Simply Because They
Know That

PHONO-GRAND
Fills a Long Felt Want

This little compact combination of a splendid Phonograph and an electrically controlled Reproducing Piano is just the thing for ice cream parlors, restaurants, cafes, etc. It fits in nicely and takes up no more room than an ordinary talking machine.

Want particulars? Write today

J. P. Seeburg Piano Co.
419 W. Erie St. Chicago, Ill.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

DORAN CO.
14 Michigan Ave.
DETROIT
SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA
Kunkel Piano Co.
BALTIMORE

THE PHONOGRAPH CO.
1240 Huron Road (From Broad Street)
PROSPECT 2-6000 CLEVELAND
SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and NC
102 E. BROAD STREET
RICHMOND, VA.
SOLD BY
J. E. STRATFORD
AUGUSTA, GA.



This is IMPORTANT *only* if you are interested in the Greatest Phonograph Value in the World

The VISTA represents the biggest available sales proposition in its field.

A. M. DRUCKMAN, 16 W. 39th St., New York
Sole Eastern Distributor

E. R. GODFREY & SONS CO., Milwaukee, Wis.
Sole distributors for Wisconsin, Iowa and Michigan

WRITE US

VISTA TALKING MACHINE **Dept. "D"**
PHONOGRAPH DIVISION
THE WISCONSIN CHAIR CO.
Port Washington, Wis.

DISPLAYS BY MANUFACTURERS AT THE MUSIC EXHIBITION

Leading Concerns Arrange for Space at National Music Festival and Exhibition to Be Held in New York Next February—Complete Plans for the Show Are Announced

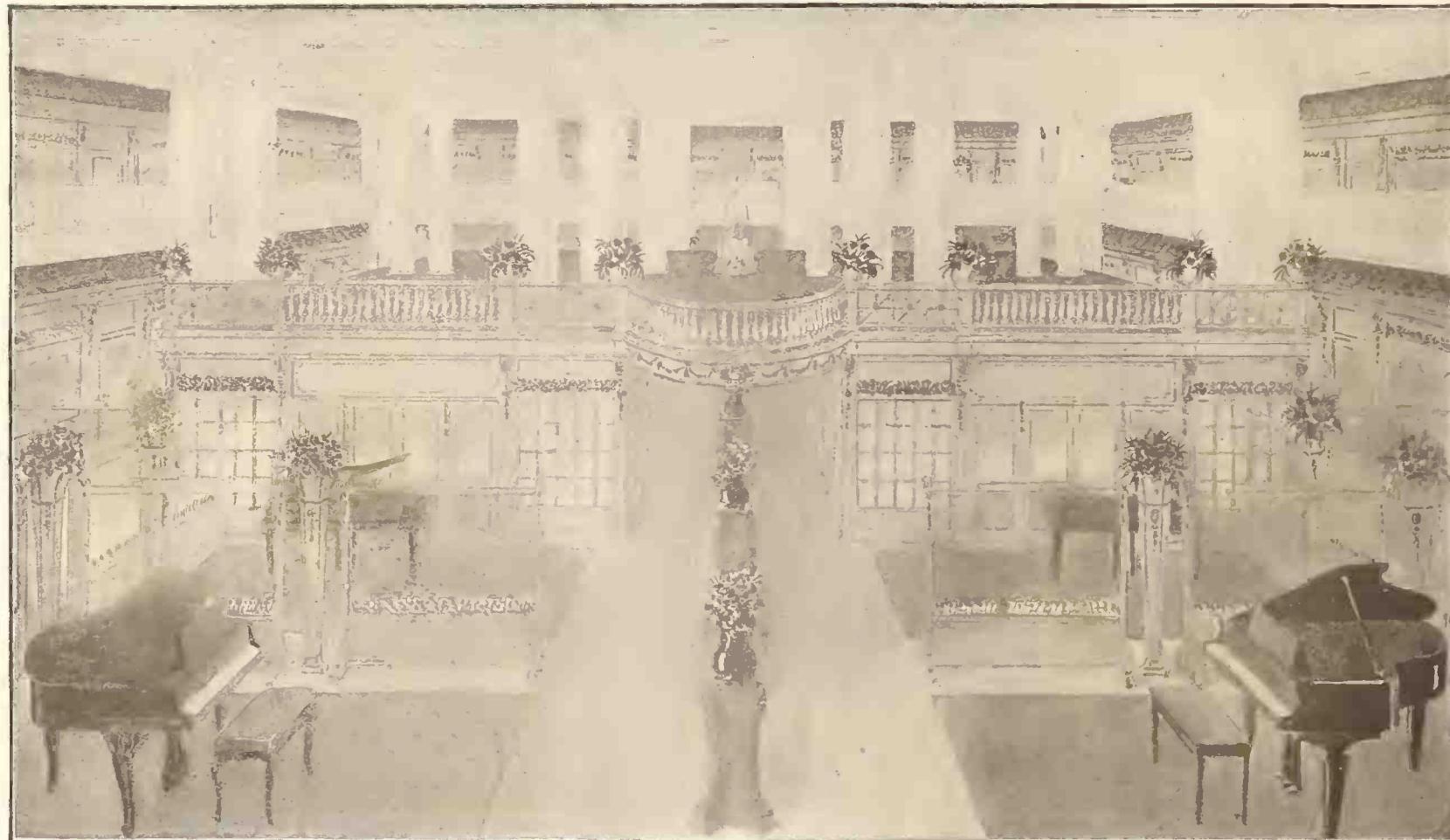
The plans for the National Music Festival and Exhibition to be held at Grand Central Palace, New York, during the week of February 2-7, 1920, are progressing very rapidly and full details regarding the plans of the show, the arrangement of the various exhibition spaces, etc., have been prepared and sent out by Charles H. Green, general manager. Mr. Green, who maintains offices at 105 West Fortieth street, New York, states that several talking machine

be demonstrated without interfering one with the other. Rules are provided to prevent any one exhibitor from dominating the show through sensational methods.

Immediately over the booths on the ground floor will be built a platform large enough to accommodate a large orchestra, where concerts will be given each afternoon and evening during the week. A special apron in front of the platform will provide space where a singer or other

Edison Co., Orange, N. J.; James L. Ryan, Wurlitzer Co., New York; Paul B. Klugh, Auto-piano Co., New York.

There are general committees to take care of the various details of the show, with R. B. Aldcroftt, president of the Music Industries Chamber of Commerce, as president ex-officio of the Festival and Exhibition. Committees have been appointed to represent each of the several branches of the music industry, that for the talking machine trade including Wm. Maxwell, Edison Co., Orange, N. J.; H. L. Willson, Columbia Graphophone Co., New York; E. A. Widmann, Pathé Frères Phonograph Co., Brooklyn; H. C. Brown, Victor



View in Perspective of Main and Mezzanine Floors, National Music Show and Festival, Grand Central Palace, New York

accessory manufacturers as well as piano manufacturers have already evidenced their interest in the forthcoming affair and that space in the show will be allotted in the order in which the applications are received.

Mr. Green, who has had charge of several previous Music Shows, including that held at the Grand Central Palace in June, 1918, has drawn on his experience liberally in preparing plans for the February exhibition, and the arrangement of the floor space will be particularly attractive and original. For some distance from the entrance there will be arranged open spaces for the display of art styles of talking machines and pianos, while in the rear, at the sides and on the balcony will be built soundproof rooms in which the various lines of instruments may

soloist may stand and be in view of the crowd.

The affair will be made a musical festival in fact as well as in name, and elaborate programs will be arranged in which artists of national and international repute will figure prominently, many of them artists who have appeared prominently in talking machine record catalogs. The festival committee in entire charge of the music includes several talking machine men, and the personnel is as follows: Herman Irion, Steinway & Sons, New York; E. Paul Hamilton, Frederick Loeser & Co., Brooklyn; B. B. Neuer, American Piano Co., New York; C. M. Tremaine, Bureau for Advancement of Music, New York; C. G. Childs, Victor Talking Machine Co., Camden, N. J.; E. N. Burns, Columbia Graphophone Co., New York; V. E. B. Fuller,

Talking Machine Co., Camden, N. J.; F. L. Deutsch, Brunswick-Balke-Collender Co., Chicago; W. H. Alfring, Aeolian Co., New York.

Exhibitors Who Will Be in Line

Manager Green announced on September 6, as this page of The World went to press, that several leading talking machine companies had been among the first to arrange for space for the exposition, among them being the Victor Talking Machine Co., with four spaces; the Columbia Graphophone Co., with three spaces; Thomas A. Edison, Inc., with two large spaces; Pathé Frères Phonograph Co., three spaces, and the Aeolian Co., for the Aeolian-Vocalion, three spaces. Other well-known talking machine concerns were at that time also negotiating for space.

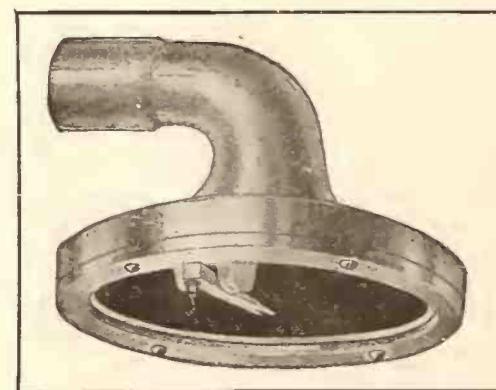
Represents BEAUTY and TONE Combined

The "VICSONIA" Reproducer (MODEL A)

Designed to PERFECTLY play Edison Disc Records on "Victrolas" or "Grafonolas." Easy to attach—slips on—a child can do it. The Vicsonia is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

ATTENTION!!!

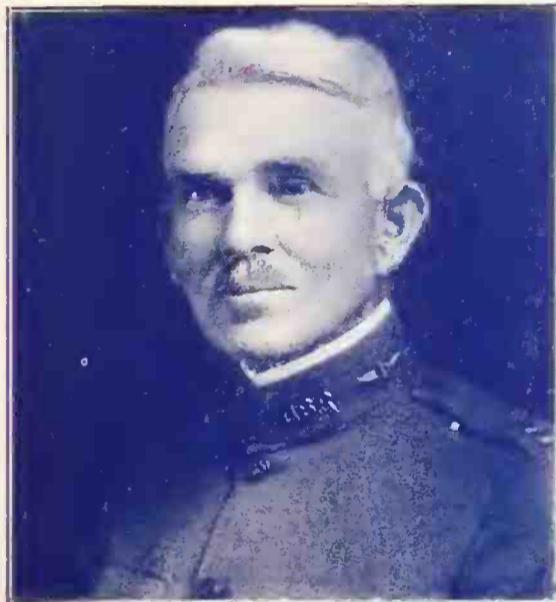
Model B Vicsonia now ready. Plays all hill and dale records—Pathé, Edison, Okeh, Lyric, Aeolian, Vocalion, etc.
A sample reproducer Model A or B will be sent on receipt of \$4.50 Retail price \$7.50.



VICSONIA MFG. CO., Inc., :: 313 E. 134th St., New York, N. Y.



September Bulletin



CAPT. PATRICK CONWAY

Announcing OkeH Records by

Capt. Patrick Conway and the Famous Conway Band

Conway's Band OkeH Records

- | | |
|--|--|
| 1240 { To Victory (March)
Gate City (March) | 1241 { Eyes That Say "I Love You" (One Step)
The Music of Wedding Chimes (Fox Trot) |
| 1246 Semper Fidelis (March) | 1248 { Have A Smile (One Step)
Out of the East (Fox Trot) |
| 1259 Slim Trombone (One Step) | |

ORDER NOW

September List of OkeH Records

ORDER NOW

- 1238 { Arabian Nights (One Step)
One and Two and Three and Four, Rock-a-bye (One Step)
1239 { The Music of Wedding Chimes (Contralto)
Lonesome, That's All (Baritone)
1240 { To Victory (March)
Gate City (March)
1241 { Eyes That Say "I Love You" (One Step)
The Music of Wedding Chimes (Fox Trot)
1242 { Recessional (Baritone)
Abide With Me (Vocal Duet)
1243 { Scherzo (Instrumental Quartet)
Notturno (Instrumental Quartet)
1244 { Kohala March (Hawaiian Instrumental)
Hawaiian Medley Waltz (Hawaiian Instrumental)
1245 { A Nightingale Intermezzo (Whistling Solo)
My Sweet Song-Bird of the California Hills (Tenor)

- 1246 { Semper Fidelis (March)
Sabre and Spurs (March)
1247 { Salut d'Amour (Piano Solo)
A La Bien Aimee (Piano Solo)
1248 { Have A Smile (One Step)
Out of the East (Fox Trot)
1249 { Pickaninny Dreams (Waltz)
Laughing Blues (Fox Trot)
1250 { Social Life (One Step)
Mammy's Lullaby (Waltz)
1251 { Grandy (Tenor)
Carolina Sunshine (Vocal Duet)
1252 { Lend Me Jim (Contralto Duet)
I'm Just As Spry At 82 (Comic Song)
1253 { Gypsy Moonbeams (Vocal Duet)
Just As We Used To Do (Tenor)

- 1254 { Flower of My Heart (Tenor)
Homing (Soprano)
1255 { Irish Washerwoman (Violin)
Arkansaw Traveler (Violin)
1256 { Ave Maria (Cello)
Mignon (Clarinet)
1257 { The Boy and the Birds (Novelty Band)
New Colonial March
1258 { Ida, Sweet As Apple Cider (One Step)
Me-ow (One Step)
1259 { Jazz Waltz (Waltz)
Slim Trombone (One Step)
1260 { Our Yesterdays (Tenor)
Love of Mine (Contralto)
1261 { Robin Adair (Soprano)
Kiss Waltz (Soprano)
1262 { Yearning (Tenor)
Tell Me (Baritone)



Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: ELYRIA, O.—NEWARK, N. J.
PUTNAM, CONN. SPRINGFIELD, MASS.

Branch Office: Chicago, Ill.

San Francisco, Cal.

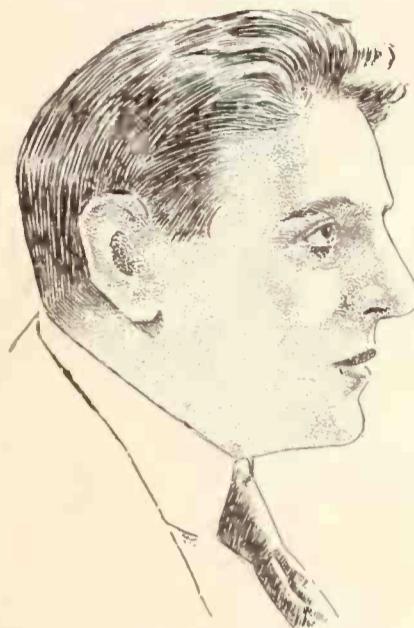
Toronto, Can.



A NOTED NEW PATHÉ ARTIST

Tito Schipa, Who Will Record for the Pathé, Is Hailed As One of Italy's Greatest Lyric Tenors—Enjoys International Fame

The Pathé Frères Phonograph Co. has just announced a most notable addition to its list of artists in Tito Schipa, a member of the Chicago Opera Co., who is hailed as one of



Tito Schipa

the finest lyric tenors that Italy has produced in a generation. Schipa possesses a purely lyric quality of voice, which rings true and clear in the high notes and is even throughout the registers.

Tito Schipa was born in Lecco, Italy, and for a short time studied for the priesthood. It was while he was singing in the Cathedral choir that it was discovered that he had a voice of musical beauty and quality, and he was advised to study singing. He went to Milan and studied with several well-known teachers, and then made his debut in a small

theatre in Southern Italy in "Traviata." His success was immediate and the following year he came to Milan, where he met the impresario Borboni, who took him on a tour of Italy. He was later engaged in the Val Verme Theatre, Milan, where he had the opportunity of being heard in "Sonnambula" with Galli-Curci. Later, with success assured, Schipa sang in all the big opera houses of Italy and made tours of Spain and South America, being received with particular enthusiasm in Buenos Aires.

Besides being a great singer and excellent musician, Schipa is also a composer of the first rank. No young musician in Italy has been attracting more attention than he in the world of symphonic composition. Last season several of his works were given by the Royal

Symphony Orchestra of Madrid. They proved such a success and the Spanish press commented on them so highly that King Alfonso requested they be performed at the Royal Palace. At the conclusion of the concert His Majesty presented the singer-composer with a gold medal as a token of his work. On this occasion Schipa conducted his own works.

The coming of Tito Schipa to the United States has aroused unusual interest in operatic circles. His operas include "Rigoletto," "Tosca," "Traviata," "Barber of Seville," "Fra Diavolo," "La Bohème," "Sonnambula," "Madame Butterfly," "Lucia," and many others. The Pathé records will give music lovers an opportunity to hear this famous young singer before the opera season starts.

whole State of Texas was in for a great and substantial boom.

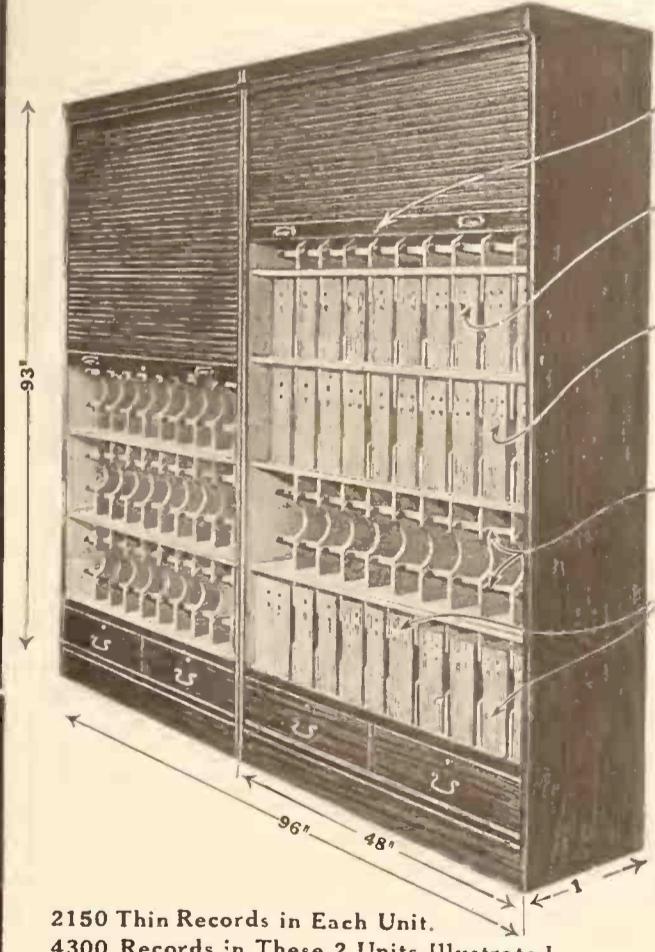
Another caller was John M. Lee, manager of the Vocalion department of the Holden & Stone Co., Pittsfield, Mass.

A recent addition to the salesforce of the Vocalion department of Aeolian Hall is Bert Davies, who recently returned from active service in France. Mr. Davies, who before the war had considerable experience in the talking machine field in the West, will pay particular attention to Vocalion record business.

A. C. Bard, Vocalion traveler, is at present in Canada, where he is attending the Canadian Exposition in Toronto, and meeting many of the dealers served by the Nordheimer Piano & Music Co., Vocalion distributors for that district, who have come there to attend the Exposition.

ALBERTS OPENS IN LONG BEACH, CAL.

A. Alberts, for many years connected with the talking machine business in Boston, has entered into the same business at Long Beach, Cal., under the name of "The Grafonola Shop." Mr. Alberts was well known in Boston, having been with Shepard Norwell Co.

GUARANTEED

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections . . .	Oak \$6.00, Mah. \$6.25
Base . . .	Oak 5.00, Mah. 5.25
Top . . .	Oak 2.50, Mah. 2.75
Roll Curtain for complete Unit,	3.00

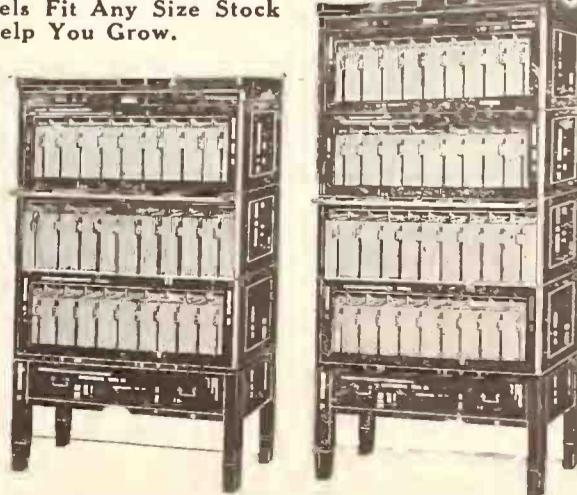
File Your Records So You Can Sell Them

This System pays for itself in six months.
Automatically Re-orders All "Sold Out" Records.
Every Record Located Instantly as Simple as 1-2-3.

PRICES, Models No. 2150 D. D. and L. C. (PATHE MODELS SPECIAL)

OAK { Locking Wood Roll Curtain	\$70.00
Spanish Leather Roll Curtain	60.00
BIRCH MAHOG. { Locking Wood Roll Curtain	75.00
Spanish Leather Roll Curtain	65.00

Sectional Models Fit Any Size Stock
and Help You Grow.



The Ogden Sales System Is Equivalent to an Extra Clerk
and Increases Sales. Prices \$2.25 to \$9.75 a Section.



Operaphone

OCTOBER, 1919

LATEST POPULAR SONGS

- 21121 { Yearning (Moret) Sterling Trio
- 21121 { I Know What It Means to be Lonesome (Kendis-Brockman-Vincent) .. Lewis James
- 21122 { Tulip Time, from "Ziegfeld Follies of 1919" (Buck-Stamper). Vocal Obbligato by Marjorie Dow Henry Burr
- 21122 { Hawaiian Lullaby (Terris-Bridges) Lewis James and Charles Hart
- 21123 { Dreamy Alabama (MacDonald-Earl) Lewis James and Charles Hart
- 21123 { Sweet Kisses (Brown-Von Tilzer) Acme Male Quartet
- 21124 { Everybody's Crazy Over Dixie (Jones-Cowan-Donaldson) Arthur Fields
- 21124 { Give Me a Smile and a Kiss (Sullivan-Handman) Arthur Fields
- 21125 { Mandy (Berlin), from "Ziegfeld Follies of 1919"..... Invincible Four Male Quartet
- 21125 { Some Beautiful Morning (Jolson-Friend), from "Sinbad" Ernest Hare

HAWAIIAN SELECTIONS

- 61106 { Wailana (Drowsy Waters). Waltz Louise and Ferera Hawaiian Troupe
- 61106 { The Honeysuckle and the Bee (Penn) Louise and Ferera Hawaiian Troupe

SACRED SELECTIONS

- 71102 { The Holy City (Adams) Maude Gordon
- 71102 { Joy to the World (Watts) Maude Gordon and Billy Edwards

DANCE SELECTIONS

- 31116 { Hindu Rose (Weslyn-Moret) Fox-trot Castleton's Dance Orchestra
- 31116 { When the Rainbow of Love Appears (Samuels). Waltz Castleton's Dance Orchestra
- 31117 { That's Got 'Em (Sweatman). Fox-trot Jazza Jazz Band
- 31117 { Tell Me (Callahan-Kortlander). Fox-trot Castleton's Dance Orchestra
- 31118 { Little Italy (David-Hewitt). Fox-trot, Accordions by Boudini Brothers.
- 31118 { Castles in Spain (Edwards). One-step Castleton's Dance Orchestra

INSTRUMENTAL SELECTIONS

- 51115 { El Capitan (Sousa). March Operaphone Military Band
- 51115 { Old Comrades March (Telke). March Operaphone Military Band
- 51116 { The Glad Girl (Lampe). Idylle Operaphone Concert Orchestra
- 51116 { Moonlight (Moret), "A Serenade" Operaphone Concert Orchestra

RECORDS

OPERAPHONE CO., INC., LONG ISLAND CITY, N.Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

ALL THE LATEST POPULAR HITS—THE VERY NEWEST SNAPPY DANCE RECORDS

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N.Y.

COMPLETE SERIES OF TESTS

Thomas Mfg. Co. Tell of Dayton Motor With Many New Features of Distinct Interest to the Trade—Business Continues Very Active

DAYTON, O., September 7.—In keeping with their policy of making any changes and improvements that practice has shown are reasonable and worthwhile, the Thomas Mfg. Co. announce the completion of a series of tests on their improved Dayton Motor, which includes some advanced and very progressive ideas in phonograph motor construction, among which are the new bow-spring, non-floating governor, and an entirely new winding mechanism.

This new governor, which is electro-copper plated to prevent any possibility of rusting, is designed on the principle of positive tension, doing away with all lost motion between the driving spring and the turntable shaft, resulting in greatly increased efficiency of the governing action of the machine. It also shows a notable difference over the older form of governor when playing, as there is now instantaneous response to any variation of the load, keeping the speed absolutely constant under all conditions, and furthermore preventing any possibility of "wobbling" on the part of the governor balls and spring.

The winding mechanism has been developed to a high degree of proficiency, in easier winding, and being also equipped with a new spring pawl ratchet which locks the handle against reversing if it should happen to slip out of the hands of the operator. This is a feature worthy of attention when it is considered that a great many springs are broken by the handle slipping out of the hand and reversing the springs. Considerable significance is attached to such improvements on a talking machine motor, as it is just such things as these that help to bring the standard of the phonograph up to the highest state of perfection.

The Thomas Co. has several highly trained experts constantly at work on experimenting and working out new developments on their motor in their determination to keep ahead of the demands of the trade, and the present Dayton motor is an excellent example of what such efforts have accomplished.

The Thomas Co. report that they have had a record business this year so far, and they feel confident that the coming season will be even better from all standpoints, and they are preparing to take care of an ever increasing business by constantly adding new equipment and manufacturing facilities to their plant.

REMODEL ENTIRE ESTABLISHMENT

Shattuck Music House, Owosso, Mich., Arrange for Talker Department on First Floor

The Shattuck Music House, of Owosso, Mich., have just finished remodeling their whole store. The sheet music, musical merchandise and player roll departments now have the entire basement. Talking machines and the business office occupy the entire first floor. They have ten record demonstrating rooms and a machine sales parlor. The record stock has a room by itself with a service counter in front of it. The balcony, which is over the record and hearing rooms, is used as a salesroom for sewing machines and bicycles, organs and piano-benches. The piano department occupies the second floor.

The decorations of this store are certainly a work of art and this is one of the best-equipped stores in this part of Michigan.

TO HANDLE PENN CO. DOGS

PHILADELPHIA, Pa., August 28.—The Penn Phonograph Co., Victor distributors of this city, have announced that Walter F. Gray, of San Francisco, Cal., will act as jobber on the Pacific Coast for the miniature plaster paris Victor dogs produced by the Penn Phonograph Co.

Carl Rowlands, of Lima, manager of the Rowland Co., just finished a very busy week as head of the committee to entertain the G. A. R.

QUALITY + PROFITS
IN
CHARMAPHONE PHONOGRAPHS

TONE, APPEARANCE, CONSTRUCTION AND THE HIGH QUALITY EQUIPMENT MAKE THE
CHARMAPHONE LINE

THE BEST POPULAR-PRICED MACHINES ON THE MARKET.
MODERATE PRICE MEANS SALES AND SUBSTANTIAL PROFITS FOR THE DEALER



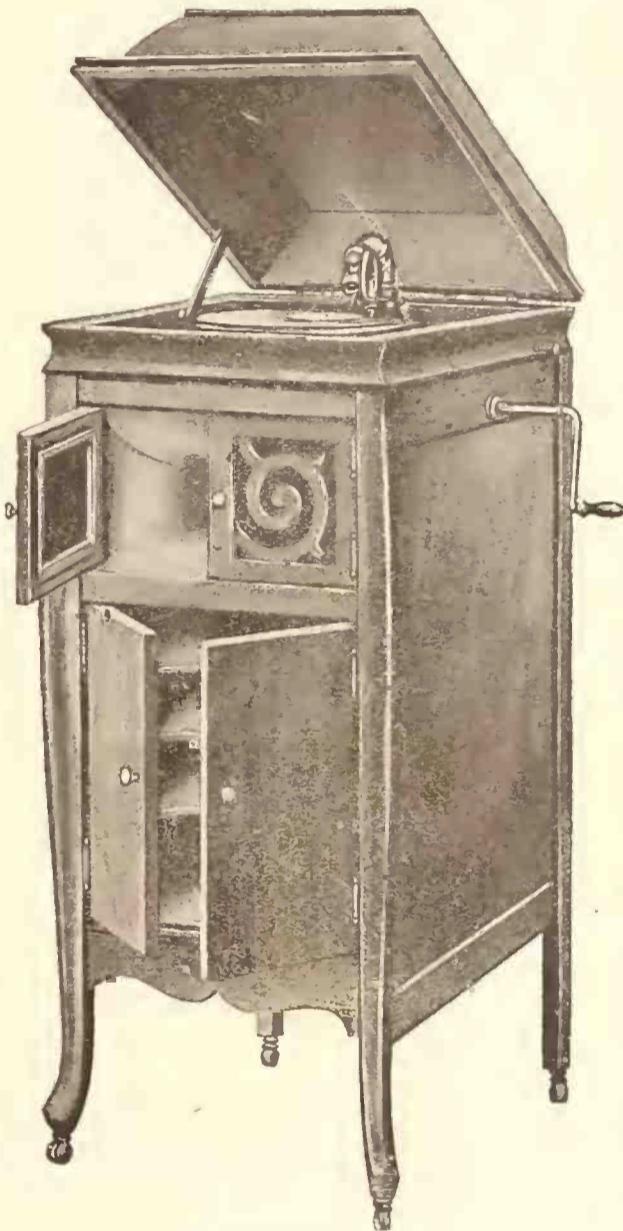
MODEL 6
42 in. high, 18 in. wide, 20 in. deep,
Heineman No. 36 motor, Heineman
Universal tone-arm and sound-box.
Wholesale Price \$37.50
Plus war tax
F. O. B. Pulaski, N. Y.
3% 10 days Net 30 days

Order Today

*Samples of the
CHARMAPHONE
and compare them with any high
class machine
You will surely become a
CHARMAPHONE
dealer immediately*

*Good
Phonographs*

*will be scarce
THIS FALL !
Book Your Orders
at once*



MODEL 8
44 in. high, 18 in. wide, 20 in. deep,
Heineman No. 33 motor, Heineman
Universal tone-arm and sound-box,
tone modifier, casters.
Wholesale Price \$45.00
Plus war tax
F. O. B. Pulaski, N. Y.
3% 10 days Net 30 days

The Charmaphone Company

Executive Offices and Showrooms

39-41 West 32nd Street, New York, N. Y.

We manufacture all our phonographs at our factory, Pulaski, N. Y.

The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

Cleartone

SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75



No. 200—\$100

The **Cleartone** has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.75 per set; No. 6, \$3.50 per set; No. 7, \$3.25 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, $\frac{5}{8}$ in., 9 ft., 29c; No. 01A, $\frac{3}{4}$ in., 10 ft., 49c; No. 01, $\frac{7}{8}$ in., 7 ft., 25c; No. 02, $\frac{9}{16}$ in., 7 ft., 25c; No. 1, $\frac{3}{4}$ in., 9 ft., 39c; No. 2, 13/16 in., 10 ft., 39c; No. 3, $\frac{7}{8}$ in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 $\frac{1}{4}$ in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c. each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.95 each.

SAPPHIRE POINTS, for playing Edison records, 22c each. Special prices on sapphire points, balls, and diamonds for quantity buyers.

SAPPHIRE BALLS, for playing Pathé records, 22c. each.

NEEDLES, steel, 45c. per thousand in 10,000 lot; 42c. per thousand in half million lots.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor, reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.

Lucky 13 Phonograph Co., 46 East 12th St., New York

GOOD BRUNSWICK ADVERTISING

St. Joseph, Mo., Dealer Makes Use of the Arrival of Two Carloads of Machines to Stage an Effective Publicity Parade

The Schneiter Athletic Goods Co., St. Joseph, Mo., Brunswick dealers, recently put over a bit of very effective advertising for their talking machine business. On August 19 two carloads of Brunswick phonographs arrived in the city and as soon as the company received the news a large fleet of motor trucks was gathered together and rushed to the freight yard. The two carloads of machines were loaded on the trucks and during the noon hour an impromptu parade was held through the main streets of the city. Large banners had been prepared advertising the store and the Brunswick. As a follow-up of this parade all the daily papers carried large ads with cuts of the two cars on the tracks and altogether the results of this intensive campaign were even better than expected. Business men of St. Joseph agreed that it was one of the most effective advertising stunts ever staged in that city.

The talking machine department of the Schneiter Athletic Goods Co. has grown rapidly during the last few years and at the present time additional demonstration booths are being installed at the store, making a total of seven rooms in all.

THOMAS A. EDISON PASSES THE HAT

Helps Salvation Army Lassie Collect Money in New Hampshire Parade—Makes Henry Ford and John Burroughs Empty Their Pockets

The story of how Thomas A. Edison passed the tambourine and collected contributions for the Salvation Army from Henry Ford, John Burroughs and some less prominent folk was told at Salvation Army headquarters in New York recently.

It happened on the recent vacation trip of the famous men. They were spending a few days in New Hampshire, and happened to be in the office of a hotel in Tilton, N. H., when a Salvation Army parade passed. They were attracted by the singing and went out to attend the meeting.

When they joined the crowd a Salvation lassie was about to pass the tambourine. Mr. Edison gently took it from her hand and took up the collection from the audience. The townspeople knew to whom they were giving their money and were more liberal than usual.

The tambourine was full of coins when the wizard of electricity arrived in front of Ford and Burroughs.

"Why don't you pass your hat now?" said Ford.

"All right, Henry," Edison replied, "if you'll start me off with a good-sized contribution."

Both Ford and Burroughs emptied their pockets then into Mr. Edison's hat. So did Edison himself, and then turned over to the Salvation Army a tambourine and hat full of money.

VACATION DAYS FOR SCHLOSS BROS.

Edward Schloss, treasurer of Schloss Bros., the well-known cabinet manufacturers, recently left New York for the White Mountains, where he will spend four weeks.

Myron Schloss, the president of the company, has just returned from an automobile trip to Baltimore, where he was the guest of Howard Hecht, of Hecht Bros., the proprietors of the Hub department store of that city.

STRONG DEMAND FOR UNICO BOOTHS

PHILADELPHIA, PA., August 28.—The Unit Construction Co. of this city reports continued activity by talking machine dealers in all sections of the country in installations of demonstrating rooms. Since July 15 orders for seventy-six installations of the Unico system have been received by this company.

When You Secure the



you will sell a phonograph of guaranteed Dealer and Consumer Satisfaction. A 5-year Guarantee Bond accompanies each Steinburn Phonograph.

Over 500 Dealers

—all established and successful phonograph merchants, have replaced their other lines with the Steinburn during the past month. They know—and you know--that profitable phonograph merchandising depends entirely upon these Steinburn advantages:

16 Distinctive Models**5 Year Guarantee Bond****Patented Improvements, such as**

- Steinburn Reflectocurve Throat
- Steinburn DeLuxe Tone Arm
- Steinburn Improved Reproducer
- Steinburn Stay-Satisfactory Motors

Better Musical Qualities**Solid Construction****Best Materials Procurable****Exceedingly Superior Workmanship****Large Financial Resources****Heavy Factory Capacity****Assured Deliveries****Very Liberal Discounts****Terms: 4 Months Acceptances****Exclusive Territory****Generous Advertising Co-operation.**

No. 30
Mahogany

\$150

48 inches high; 22½ inches wide; 24 inches deep. Choice figured genuine mahogany veneers; select quartered oak, golden or fumed. Motor SDD, extra large double spring noiseless type of the finest possible construction. Style F6 tone arm and Steinburn DeLuxe Reproducer. Plays all makes of disc records. Roomy record compartment with horizontal shelves. Turntable covered in richest velvet. Highly burnished triple plated nickel. Automatic stop included. Equal to any \$175 machine on the market.



No. 20
Mahogany or Oak

\$125

45 inches high; 20 inches wide; 23½ inches deep. Choice figured genuine mahogany veneers; select quartered oak, golden or fumed. Extra heavy 5-ply panels. Best hand finish. Motor K2, large double spring type of the finest possible construction, noiseless, with every device that will contribute to satisfactory service, great durability and precision. Style 5B, extra large balanced tone arm with grand opera reproducer. Plays all makes of disc records. Roomy record compartment with horizontal shelves. Highly burnished triple plated nickel. Automatic stop \$2.00 extra. In every way the equal of instruments selling for \$150.

Your territory may still be available

STEIN-BURN CORPORATION

General Offices and Display Rooms

HEYWORTH BUILDING

Cor. Madison Street and Wabash Avenue

CHICAGO

WADDELL PHONOGRAPHS

"The Phonograph with a secret"

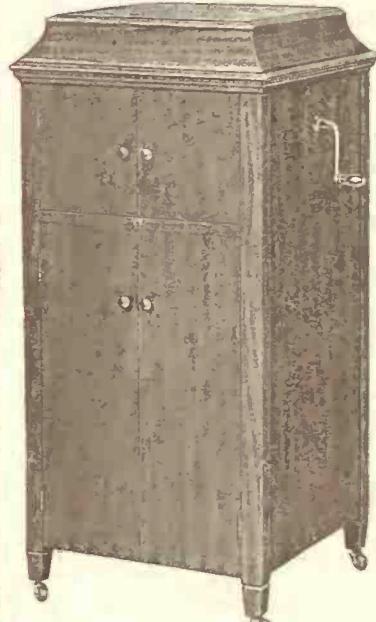
ONE AGENCY IN
A TOWN

WILL THAT BE
YOURS?



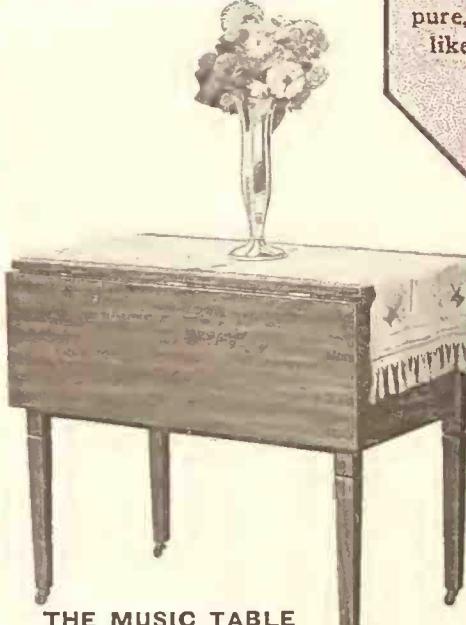
THE MUSIC STAND

Outside Dimensions:
24 in. long, 32 in. high, 19 in. deep.



THE MUSIC CABINET

Outside Dimensions:
48 in. high, 22½ in. wide, 22½ in. deep.



THE MUSIC TABLE

Outside Dimensions:
36 in. long, 32 in. high, 23 in. deep.

Unlike a
great many
phonographs,
they have an
individuality

Five new
features and
a Secret

The secret is
the wonder-
ful tone pro-
duced

Patented
Staggered
Filing Sys-
tem of
Double Ca-
pacity

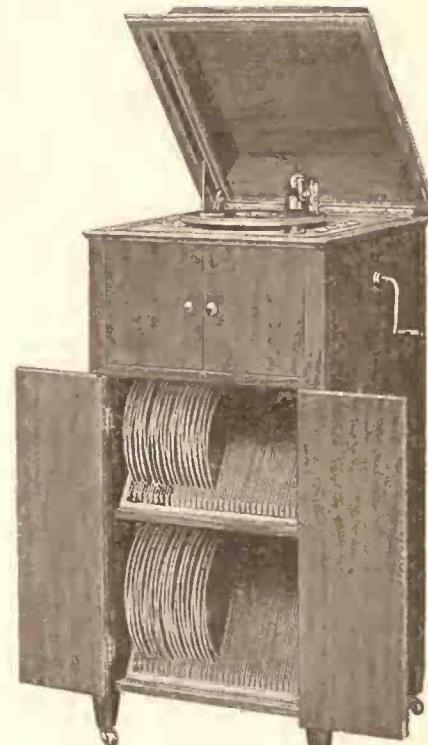
Balanced lid,
auto-
matically bal-
ances drop-leaf or
shutter

High grade,
double
spring, pre-
cision built,
motor

Tonearm and Repro-
ducer pro-
duce marvel-
lous depth and warm
richness of
tone, brought
out with
pure, crystal-
like clear-
ness



THE MUSIC STAND
Ready to Place Record



THE MUSIC CABINET
Ready to Place Record



THE MUSIC TABLE
Ready to Place Record

Plays all
records. No
attachment;
no detach-
ment

Thirty years'
experience in
cabinet
building

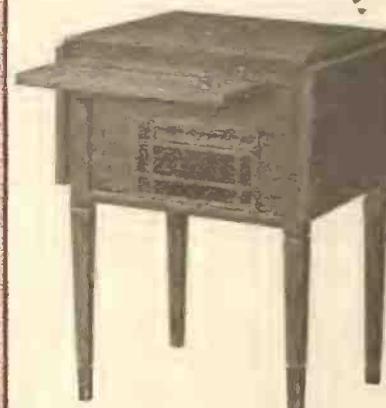
Finish of su-
perior qual-
ity

List prices
\$50.00 to
\$75.00 less
than many
other phono-
graphs. NOT
SO GOOD

State Agen-
cies already
established:
**THE
COLLEY-
SWISHER
CO., 502
Orear Leslie
Bldg., Kan-
sas City,
Mo., for
Kansas, Mis-
souri, Ne-
braska,
Oklahoma**

**THE
SCOTT
REGISTER
CO., New
Bern, N. C
for North
and South
Carolina**

Don't miss
this oppor-
tunity to buy
and sell
Waddell
Phonographs



THE MUSIC STAND
When Playing



THE MUSIC CABINET
When Playing



THE MUSIC TABLE
When Playing

MANUFACTURED BY

The MUSIC TABLE CO.

GREENFIELD, OHIO

AUGUST THE MONTH OF RECONSTRUCTION IN CALIFORNIA

Various Talking Machine Establishments Being Remodeled to Take Care of Future Business—
New Shops Opened—General Business Continues Excellent

SAN FRANCISCO, August 30.—August was a month of reconstruction in the California talking machine trade, as far as the physical features are concerned, for almost every prominent concern has been having some sort of alterations made. The requirements of the business on the Coast change so fast that somebody ought to invent a new type of store after the plan of a sectional bookcase so that added space could be obtained when needed without revolutionizing all previous architectural arrangements. Business on Victor records at the reduced prices was and is "some" business. This "coup de commerce" on the part of the Victor Co. has certainly panned out handsomely in California in spite of the fact that Californians north of Tehachapi have not the reputation of being bargain hunters.

Visitors Help Talking Machine Trade

California is welcoming the Pacific Fleet at present and incidentally the record business is receiving benefit, both from the strangers who throng the seaports and from the man-o'-warsmen who come ashore craving new records for the talking machines which are aboard every vessel.

Most Attractive Establishments

The Sonora Phonograph Shop on Stockton street hasn't much room to grow, but it has ambition to make what space there is available as attractive as possible. The entire second floor is now fitted up with handsomely appointed soundproof demonstration rooms decorated in old ivory and blue to conform with the general color scheme of the cozy establishment. Comfort in shopping and excellence in service are deemed essential by E. C. Johnstone, the manager. The Sonora Shop has two new models on the floor, the Minuet, a \$175 machine and the Nocturn, a \$140 art creation. Both are proving acceptable to the discriminating trade.

Mr. Travers, Pacific Coast manager for the Sonora Co., is about to leave for a trip to New York on business and E. C. Johnstone is hoping to get away this week for a much-needed vacation. He will rest up at Emerald Bay, which is one of the beautiful coves of Lake Tahoe.

Reports Wonderful Month's Business

L. Gruen, Pacific Coast manager of the Otto Heineman Phonograph Supply Co., reports a

wonderful month of new business. He says the ninth bulletin of Okeh records, which have just arrived, together with the latest folders and window strips, are being most favorably commented upon by the trade as examples of good business getters. The sample table phonograph recently made of redwood, after the design of L. Gruen, is being exhibited by the different jobbers of the Coast territory, and it is pronounced a success. That California redwood is an ideal cabinet material, especially for talking machines, there is no question and Coast manufacturers will no doubt take this into serious consideration in their future plans. Mr. Gruen has just returned from a trip to Portland and Seattle, and he says that in both cities new concerns have started up which will manufacture phonographs using Heineman and Meisselbach tone arms.

Lease Quarters in Fresno

The Wiley B. Allen Co. has leased quarters for a new branch store to be located at Fresno, Cal. The manager of the talking machine department will be George Goodhue, who comes from Los Angeles. The company also has taken larger quarters for the San Jose establishment, a new store having been leased at South First and San Antonio streets. The talking machine department will have nine demonstration rooms.

Sherman, Clay & Co. Expansion

The talking machine department of Sherman, Clay & Co., San Francisco, has long needed more room and now it is getting it. Andrew McCarthy's private office will be moved to the fourth floor and other changes made so that the entire third floor may be devoted exclusively to the retail talking machine department. New demonstration rooms and new fittings will be provided.

Opens Victor Shop in Bakersfield

Don Preston, of the California traveling force of Sherman, Clay & Co. in the wholesale Victor department, is opening a Victor Shop at Bakersfield, Cal., on his own hook. He has the training and ability to make his venture a success and he has the good wishes of the trade. Robert Kane has taken Mr. Preston's former position as Victor salesman on the road.

Establish Office in San Francisco

The Pacific Manufacturing Co. of Portland has opened up offices at 973 Market street, San Francisco, and the full line of the company's machines is shown. These are equipped with Meisselbach parts. Mr. Soule is the manager.

Columbians Entertain Guido Deiro

Nathan Milnor, manager of the local office of the Columbia Co., is back from his trip to the factory and is confident that much-needed stock will shortly arrive on the Coast. In the early part of the month Mr. Milnor gave a pleasing record review at the Hotel St. Francis for the benefit of the dealers and as an added attraction he introduced Guido Deiro, the famous accordion player, now on his annual Orpheum pilgrimage, who favored the company with several selections by which it was possible to compare his playing in person with his playing by record proxy.

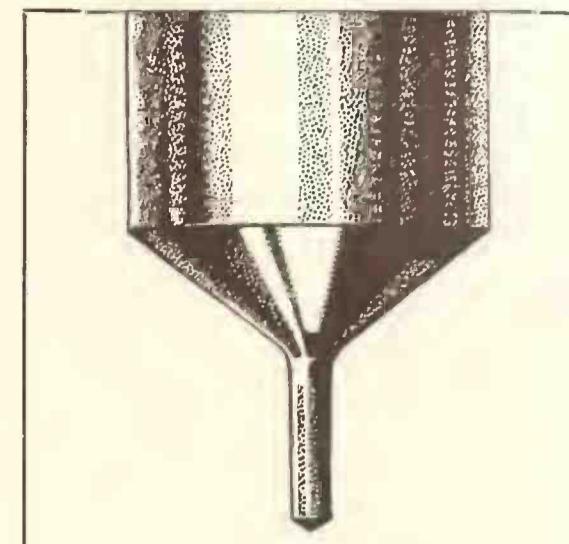
Interesting News Budgets

M. Friedman & Co. has sold out its talking machine stock to Lackman Bros., the largest furniture firm in the Mission district, which has installed an enlarged phonograph department.

A. Cavalli & Co., on Columbus avenue, has taken a Columbia agency and will handle the line for the benefit of their Italian and Mexican trade principally.

Harry P. Rothermel and F. J. Christophe, who conducted a phonograph shop at 2392 Mission street, have dissolved partnership. Mr. Christophe continues the business alone.

George T. Hively, formerly manager of the talking machine department of the Eastern Outfitting Co., has accepted the position as manager of the talking machine department of Hale Bros.



The sales are TREMENDOUS

That the public has quickly discovered the extraordinary advantages of Sonora Needles is proven by the orders that are coming in. Repeat orders are usually 4 to 5 times greater than the original order and are steadily increasing in size.



Semi-Permanent Silvered NEEDLES

are for use on ALL MAKES of steel needle records. They increase the life of the records, play 50 to 100 times, are more convenient, doing away with constant needle changing and are more economical ultimately.

Your customers are calling for them and you need them no matter what make or makes of phonographs you handle.

These needles bring you a splendid profit and valuable "repeat" trade.

Send your orders today. We'll ship as promptly as possible. The enormous demand is taxing our factory capacity to the limit.

Loud—Medium—Soft Grades

30c per card of 5

40c in Canada

Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

279 Broadway, New York

TORONTO BRANCH: Ryrie Building

Caution! Beware of similarly constructed needles of inferior quality

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANLIER BLDG.
ATLANTA, GA.



Stracciari sings "The Sunshine of Your Smile!" The success of the song and success of the singer guarantee the success of the record. Columbia 49590.

**Columbia Graphophone Co.
NEW YORK**

MUSIC WITH YOUR ICE CREAM SODA

Druggists in Convention Advocate Music at Soda Fountains as an Aid to Sales—Idea Can Be Turned Into Profit by Drug Stores That Handle Talking Machines on the Side

At the sixty-seventh annual convention of the American Pharmaceutical Association, held recently at the Hotel Pennsylvania, New York, it was suggested that music be used in drug stores as a stimulant to sales. Robert P. Fischelis, one of the younger members of the association, suggested that the introduction of music at soda fountains might do much to boost sales not only of soda but of all other articles in the store as well. This idea might be carried out very easily by drug stores which already handle talking machines as a side line. The number of these stores is growing daily, as it has proven a very profitable adjunct to the regular drug trade. To offer attractive music at the soda fountain would naturally increase the number of customers coming to the store and, what is more, would make them regular patrons and in this way the store would reap the benefit of continued trade, which is always the result of accumulative advertising.

Nearly every one likes to have music during luncheon or dinner and the cabarets and orchestras have come into popularity because of this fact. The soda fountain in any drug store is one of the most lucrative departments during the summer months, and by making the counter more attractive by the use of music the sales could be made to grow rapidly. The talking machine is the logical instrument for furnishing

this music, for it fits in best with the atmosphere of the drug store. An orchestra would be decidedly out of place and the idea is naturally impossible on the face of it. But by the use of the talking machine the orchestral music could be furnished with ease and economy. The cost of a good machine would soon be paid for by the increased sales.

For those drug stores which already have a talking machine department, notably the stores in the Middle West, this idea opens up a new field. Not only would the profits of the soda fountain grow, but the sales of machines themselves could be stimulated. People coming into the store for a cooling dish of ice cream would

be in a receptive mood to hear the latest music and under the pleasant surroundings would be impelled to buy that music for themselves. Or, if they were not talking machine owners they would be led to appreciate the comforts that a machine in the home would bring and since the machines were right there in the store they would not have the excuse of procrastination, which has killed so many sales.

The idea of using talking machines seems to be a good one, for it works with a double effect. There may be dealers who are already considering the matter or have already put it into practice. If so, their experiences ought to be both interesting and instructive.

OPENS SPECIAL DISPLAY ROOM

Geo. S. McCaw, of Dennison, Ohio, has just opened a new storeroom, where he will have nothing but talking machines and pianos. Just a very few years ago Mr. McCaw took on the Victrola as a side line in connection with his drug store, but it has developed so fast that the new room which adjoins the drug store is just the same size as the drug store. This new room is fitted up in fine style, with record hearing and machine demonstrating rooms. The move was very favorably received by the people of Dennison.

TALKING BOOK CORP. CHANGES NAME

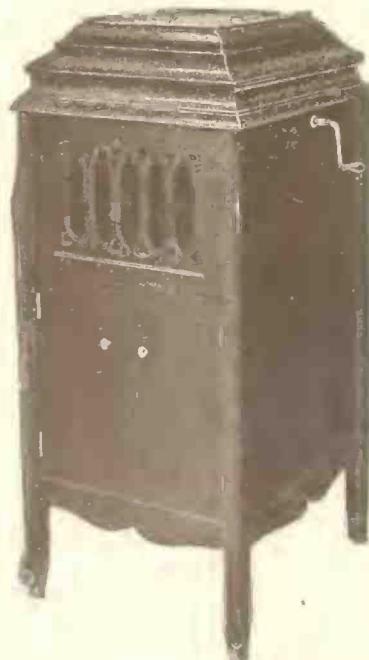
The Talking Book Corp., makers of talking books, talking animals and other novelties, has changed its name to the Graphite Mfg. Co., New York.

W. C. REINHARDT A VISITOR

Memphis Music Dealer, Accompanied by Merrill Kremer, Visits Trade in New York

Walter C. Reinhardt, formerly president of the Kershner Piano Co., Memphis, Tenn., accompanied by Merrill Kremer, was a recent visitor to The World office. Mr. Reinhardt has recently opened a music store in the Peabody Hotel, Main street, Memphis, handling talking machines and music rolls exclusively. He brought most encouraging reports of the business outlook in his section of the country, and said that the only handicap at present existing was the shortage of talking machines.

Mr. Reinhardt and Mr. Kremer, who are associated together in the new store, left New York for Chicago, where they intended to visit the trade before they returned to Memphis. Needless to say they placed substantial orders.



\$95 Model

Eight Models Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

PLAYS ALL RECORDS

PLAYS THEM PERFECTLY

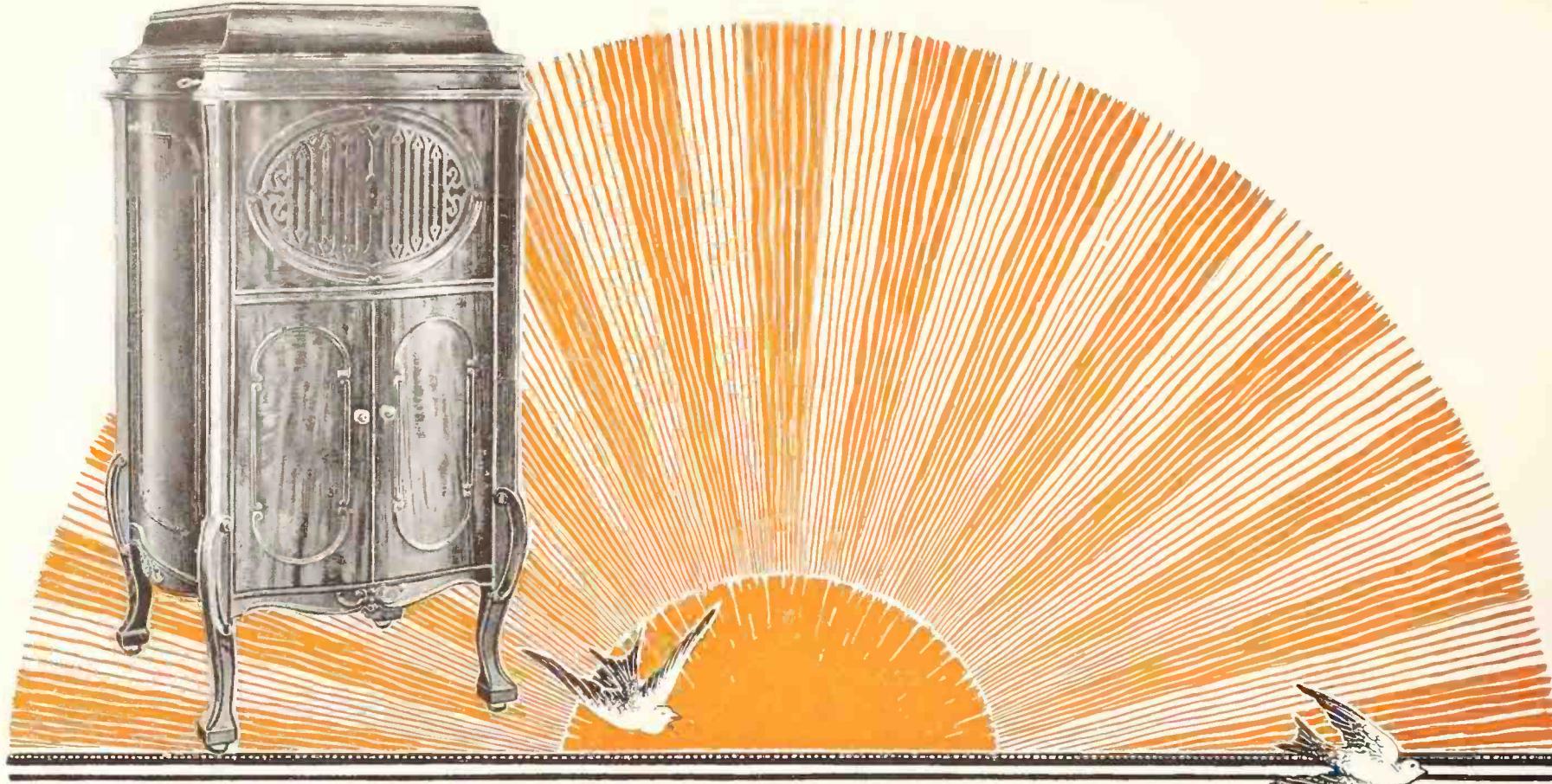
Superior in Reproduction of Piano and Violin Tones.
Unexcelled in Construction, Finish and Mechanical Equipment.

Rights Open to Responsible Dealers and Distributors

SONA-TONE PHONOGRAPH, Inc.

EXECUTIVE OFFICES
110-112 West 40th Street
NEW YORK CITY

DISPLAY AND DEMONSTRATION OFFICES
Bush Terminal Sales Building, 130 West 42nd Street
NEW YORK CITY



On the SUMMIT of PHONOGRAPH PERFECTION

The
Brunswick
ALL PHONOGRAHS IN ONE

*Acclaimed by Artists
Adored by Users
Endorsed by Critics*

*No Record Limitations
It Plays All Makes*

The Brunswick Phonograph appeals to dealers because it has super quality and consumer demand.

Its superior quality remains unchallenged. Subjected to the severest hypercritical tests it stands alone and above all;—a super product.

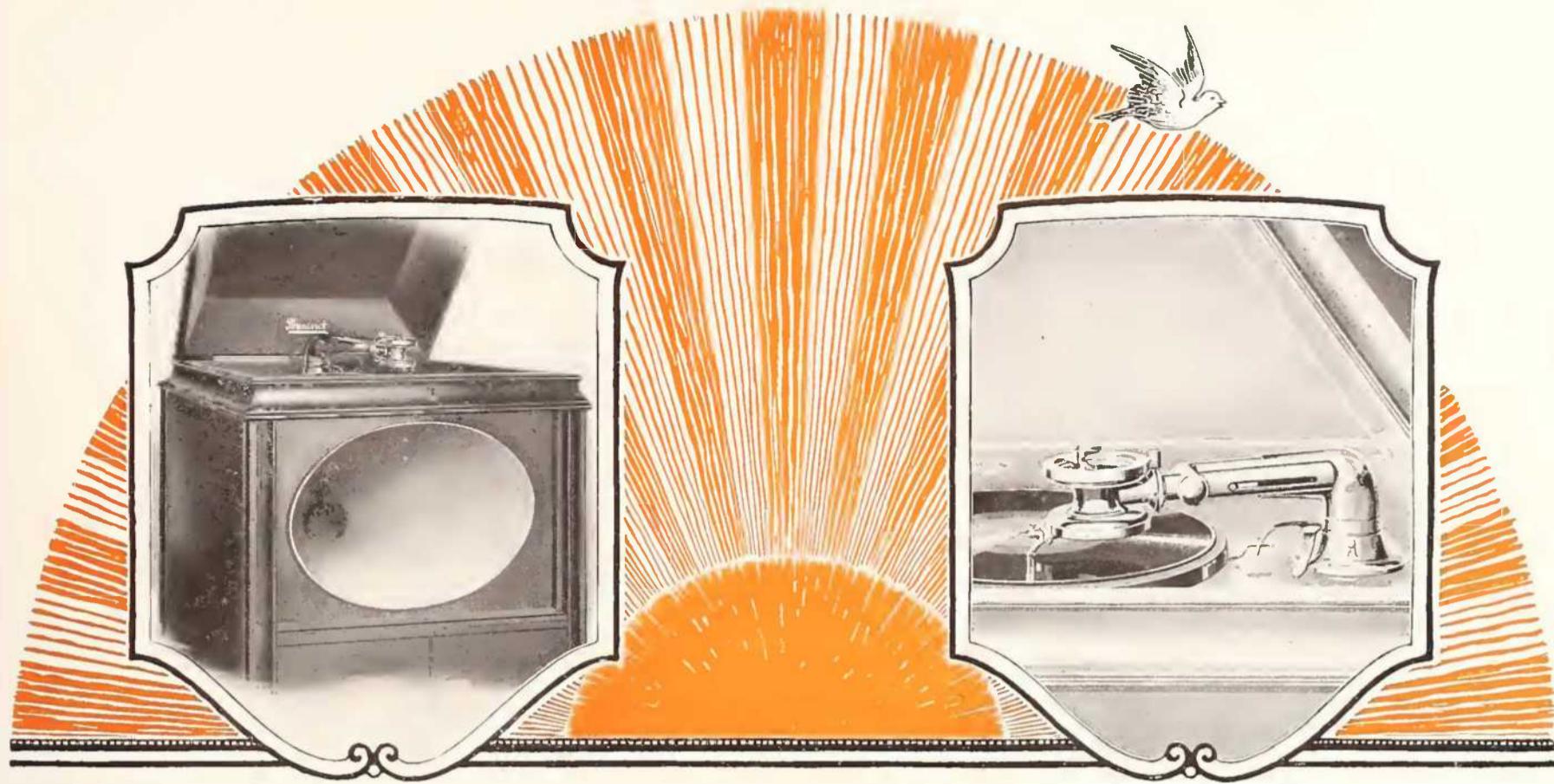
Behind each Brunswick Phonograph is The Brunswick-Balke-Collender Company. Not a factory but an institution—by virtue of age, reputation, financial strength, organization and leadership.

From the standpoint of manufacturing cost it would have been impractical to build any phonograph by adding such costly features as the Brunswick Ultona and Tone Amplifier if a saving had not been effected in some other part of the institution. This was possible only with The Brunswick because of its previously established, highly organized and nation-wide distributive channels.

Quality always expresses itself in tremendous consumer demand. Brunswick advertising is intended as much for prestige building as for direct results. It makes selling easier and more pleasant. Brunswick sales are made quickest by simple comparisons of performance. Aside from that, its exquisite case design, substantiality, and beauty of finish quickly appeal to the discriminating eye of the woman with taste for interior decoration.

GENERAL OFFICES: Chicago and New York
BRANCH HOUSES: Principal Cities United States, Mexico and Canada

THE BRUNSWICK-BALKE-



RADIANT TONES~TRUER~RICHER~SWEETER

The **Brunswick** ALL PHONOGRAFS IN ONE

The Brunswick Method of Reproduction is not a so-called advertising slogan. It is a phrase used to identify an exclusive, positive and scientific "way" of reproducing tones truer, sweeter, richer than they have ever been before. It means tones restored that were hitherto lost. It means the four salient characteristics of all music—rhythm, pitch, quality, dynamics—perfectly reproduced. This is accomplished by means of two exclusive, revolutionary Brunswick features, described below—the Ultona and the Tone Amplifier.

The ULTONA—a scientific creation—makes it possible to play all records on The Brunswick. It is not, as one might suppose, a combination contrivance. It involves a fundamental principle of sound reproduction. Nor is it a complex mechanism. Its very simplicity immediately appeals to the purchaser, for by a very slight turn of the hand it is adapted to any make record; instantly supplying the proper needle, the correct weight and precise diaphragm.

The TONE AMPLIFIER is another improvement of fundamental importance. As its name implies, it *amplifies* the tone, making it richer, sweeter, truer. This vibrant tone chamber, constructed entirely of molded hollywood, free from metal, provides the requisite resiliency that unfolds and projects true tone. It is like the sound board of a piano or a fine violin and complies with the approved laws of acoustics.

*The Brunswick Method
of Reproduction Embodies
Two Scientific Features*

*The Ultona &
the Tone Amplifier*

CANADIAN DISTRIBUTORS: Musical Merchandise Sales Co.
819 Yonge Street, Toronto

COLLENDER COMPANY

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

BOSTON, MASS., September 3.—With Labor Day already a thing of the past the fall business may be said to have set in, for this early fall holiday usually marks the end of the summer season and by a common consent things businesswise take on a different aspect once this is over. Factories have been humming to get out goods and one of the good signs, a very healthy one as viewed from sane points of view, is the reluctance of several companies to take on new agencies. The experience in the past has been that with too many agencies not all of them could get the desired amount of goods and some of the companies, rather than slight old and tried clients, have decided to go a bit slow in opening up new accounts. By this means they are able to take care of the old ones with a more reasonable degree of satisfaction all around. On the other hand there is the disposition all along the line for the old dealers to branch out on a larger scale and one learns of a number of places in this territory that are making arrangements, if the work has not already been done, to enlarge their quarters with an eye to doing bigger business and also to better accommodate their customers. This for one thing will mean far larger record facilities. Thus before many weeks have elapsed one will witness increased facilities for doing business on the part of many concerns.

Manager Mann Visits Columbia Branches

Manager Fred E. Mann, of the Columbia, lately returned from one of the most thorough tours of his territory, or rather a part of it, that he ever has taken and he came back to Boston deeply imbued with the splendid place that the Columbia holds throughout the territory, and of the high type of men who represent the company. With Manager Mann for most of the trip was D. A. Ingalls, the company's traveling associate in Vermont, and the two visited thirty-five cities and towns throughout Vermont and called on nearly seventy-five dealers, all of whom were most enthusiastic over the prospects for Columbia business for the coming fall and winter. Ten days were spent in Vermont, where the two men traveled many miles by auto. Four days were spent in western Massachusetts, the places including Springfield, Pittsfield, North Adams and Greenfield, the western Massachusetts trip having been taken with R. F. Ott, who has the five Western counties of the State and makes his headquarters in Springfield. In October Manager Mann plans to pay a similar

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.

BOSTON



WHOLESALE HEADQUARTERS

RECIPROCITY

with our friends is our aim. We believe the dealers who have stood by us in these past trying months should be repaid in terms of Victor merchandise. This is and will continue to be our constant policy.

visit to southern Massachusetts and Rhode Island, where he anticipates finding Columbia conditions as good as in the places lately visited.

Attend Victor Educational Conference

A group of young women back at their respective posts where Victor goods are pushed among discriminating buyers are loud in praise of Victor hospitality, for they have just been enjoying a week at the company's factory at Camden, whither they started from this State August 25. They went to Camden to attend the educational school and the knowledge they derived from the trip was of a highly valuable character as viewed from the educational standpoint. In the party were Miss Thelma Cohen, of the Arch street Steinert store; Miss Fanny Hair, of the company's Worcester store, who acted as chaperon; Miss Maud Jackson, of the J. E. Bostock Co., of Taunton; Miss Charlotte Brown, of the

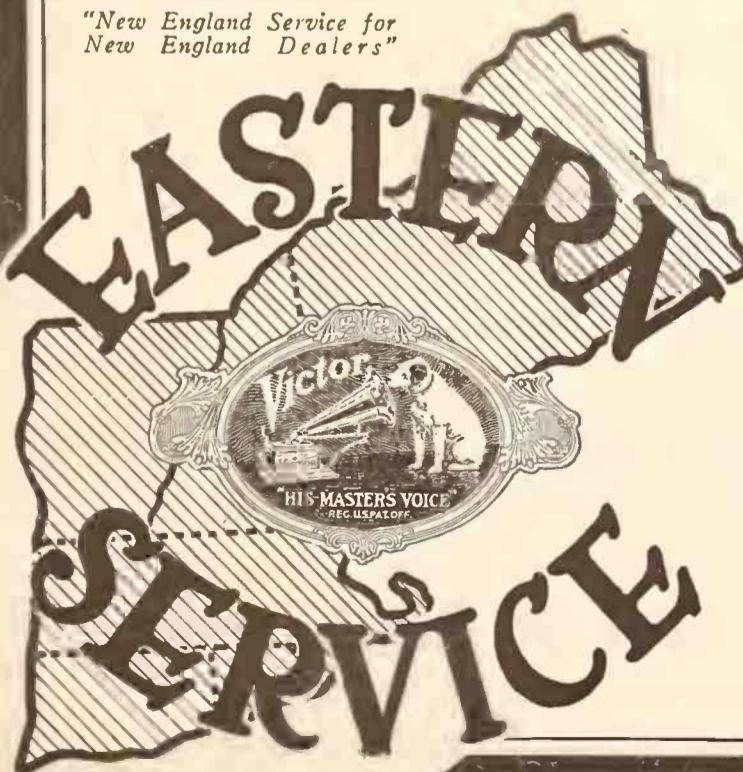
A. M. Huine Co., of this city; Miss Eleanor Murphy, of the Clarkson Furniture Co., of Waltham; Miss Duffy, of the People's House Furniture Co., of Haverhill. Miss Grace Barr, of the Victor's educational department, was also with the party. On the way over Sunday was spent in New York and there was a short visit in Philadelphia before going on to Camden. While away everything possible was done for the comfort and pleasure of the young women.

Edison Demand Exceeds Supply

These first two weeks of September Vice-President and Manager Frederick Silliman, of the Pardee Ellenberger Co., is spending at Narragansett Pier, R. I. Frank S. Boyd, of Manager Silliman's staff, has just finished his vacation, which he spent at his summer home at Duxbury. T. E. Dean, the company's Edison

(Continued on page 52)

"New England Service for
New England Dealers"



AGE is proof only of antiquity but to be the oldest, the largest and first in service—all combined—demonstrates effectively that Eastern Service is helpful.

The Eastern Talking Machine Co.

Victor Wholesalers

85 Essex Street

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

representative for Maine, spent his vacation at one of the lake resorts in the Pine Tree State. Manager Silliman reports that despite good shipments of Edison goods the orders throughout his New England territory are far in excess of the receipt of machines.

Camp in the Maine Woods

That was a memorable trip that three local Victor men had toward the latter part of the month, but on the way home, once they finally got started, which was later than they had planned for, they did not make the record time they had anticipated. However, that's all another story. The three men were Robert Steinert, head of the Arch street Victor quarters; Kenneth E. Reed, wholesale manager of the same house, and Herbert Shoemaker, general manager of the Eastern Talking Machine Co. Their destination was Little Sebago, Me., where Charles B. Snow, manager of the talking machine department for Cressey & Allen at Portland, has a fine camp, and the party that eventually found themselves together were these and George Geary, of the Cressey & Allen store; W. G. Gaston, traveling representative of the Victor; L. L. Spencer, sales manager of Silas E. Pearsall Co., of New York; Louis Fritchett, manager of the Maine Music Store at Rockland, Me., and Jack Shaughnessy, the talking machine dealer in Portland. It was some party and the boys all had a wonderful time.

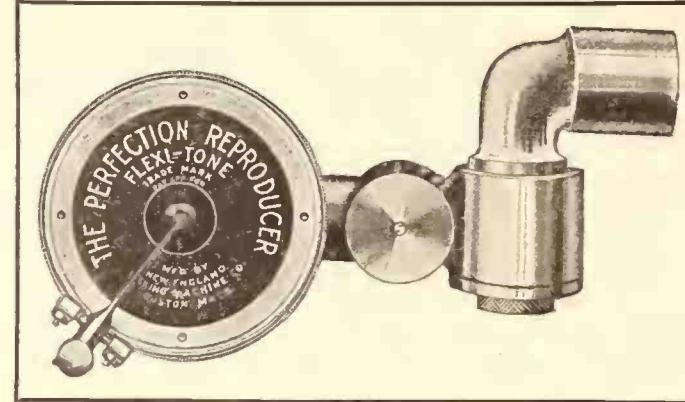
Manager Shoemaker Keeps Busy

General Manager Shoemaker, of the Eastern, left Boston August 28 in his machine for the Victor factory, to be gone over Labor Day. He planned to be at the factory the 3d and 4th of the month. Friend Shoemaker a fortnight earlier went on a very comprehensive business trip up North, visiting Portsmouth, N. H.; Portland, Me.; Dover, N. H.; Amesbury and Gloucester, Mass., and other places. Ask Shoemaker these day what makes him look so brown, healthy and smiling and he'll tell you it is his athletic activities on the Charles River, as every pleasant day he tries to get out in his shell for an hour or more and in this way he keeps himself in good physical trim, and it also brings back pleasant memories of his Varsity days.

Getting New Store in Shape

Billy Fitzgerald has a busy time of it these days getting ready the new retail store which is soon to open in the Garden Building, Boylston street. This is the new Barite Talking Machine Co., which, as was mentioned in last month's issue, recently purchased the Victor stock carried by Chickering & Sons. Fitzgerald

PERFECTION BALL-BEARING TONE ARMS PERFECTION FLEXI-TONE REPRODUCERS



Manufacturers— Jobbers— Dealers—

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World
16-18 BEACH STREET BOSTON, MASS.

Pacific Coast Distributor : WALTER S. GRAY
Chronicle Building, San Francisco, Cal.

will be recalled as for many years associated with the Eastern Co., an experience that should make him valuable to any concern about to launch forth. The Barite Co., which operates an establishment in Scranton, Pa., plans to open about the middle of the present month.

Attends Ohio Convention

R. O. Ainslie, manager of the Pathé, handled by Hallet & Davis, went to Cleveland this week for the convention of the Piano Merchants' Association of Ohio. Mr. Ainslie has lately added several new dealers in a rather wide territory and the orders are coming in from

such scattered sources and in such large numbers as to indicate a tremendous fall business. Just lately in picking up a batch of orders he read off 150 from New York State, 110 from Pennsylvania, eighty-seven from Maine and thirty-six from Indiana, and so on.

Remodeling Eastern Co. Headquarters

When the workmen get through remodeling the Fremont street retail store of the Eastern Talking Machine Co. the passers-by will hardly recognize the place, for not only are there to be radical changes in the facade, but the interior is to be completely done over at con-

— Oldest and Largest Manufacturers of Talking Machine Needles in the World—There are several reasons

W. H. BAGSHAW CO., Lowell, Mass.

Quick, Skowhegan—the *needle!

Of course, we mean *Brilliantone* needle!

"Vogner,—did you say?"

"No—something snappy—'Chong Medley' or 'The Alcoholic Blues,'" says Skowhegan.

There you are. What Skowhegan wants is HITS—song hits—dance hits—EMERSON HITS.

The hits Skowhegan wants are the hits Boston wants—and Providence and New London and Springfield and Portland.

Moreover, Skowhegan wants the hits of the day while they are hits—and Emerson Hits fill the bill.

Are you selling Emerson Hits to the people in *your* town? If not, you are overlooking a wonderful chance to cash in. We will tell you all about it, if you drop us a line.



Emerson New England, INC.

68 Essex Street, Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and *Brilliantone Steel Needles throughout New England.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 52)

siderable expense. The windows are to be lowered to the street level and there are to be no displays against the panes as the windows will look directly into a handsomely decorated and furnished salon, which will be done in French gray. The Unit Construction Co. will install a number of new booths and it will be the first of October before the work of remodeling is completed.

To Take Charge of Department

R. H. Luscomb, head order clerk of the Columbia, has resigned his post here to go with the talking machine department of the Atherton Furniture Co., of Taunton, where he will be associated with Mr. and Mrs. H. P. Eaton. Mr. Luscomb has been succeeded by T. P. Hughes, who has lately been discharged from service in the United States army. Mr. Luscomb was a very popular Columbia employee.

Business Lively With the Emerson

Oscar W. Ray is back home after a ten days' stay at Belgrade Lakes, Me., where he was accompanied by Mrs. Ray. Mr. Ray reports business as coming along wonderfully well for the Emerson in New England, and the prospects look rosy for a big fall and winter business. All the new type of records put out by the Emerson are having an especially heavy sale.

Vocalion Men on Vacation

Charles T. Foote, of the Vocalion Co., is taking his vacation some time this month, but as yet he has not decided just where to go. John J. Hart, of the retail force, is back from his vacation spent at North Conway. A recent visitor at the Vocalion rooms was Thomas Pritchard, of the Aeolian Co., who came over to New York on business.

Good Trade at New Columbia Shop

Your correspondent ran into M. C. Perkins a few days ago and the latter was feeling quite jubilant over the business that he is doing at his new retail Columbia shop, which was opened in Malden three months or so ago. Mr. Perkins,

it will be recalled, was formerly the assistant manager of the Columbia wholesale, where he made many friends by his easy and affable manner and a disposition that refused to be ruffled. His establishment, which he conducts in conjunction with his brother, is located in the Auditorium in the central part of the city and is very easy of access from all directions. This location has aided in increasing sales.

G. Hovey Dodge a Benedict

G. Hovey Dodge, son of George Dodge, of the Eastern, and himself sales manager for the company, was married on Tuesday afternoon, August 26, to Miss Marion T. Lawson, of New York. The ceremony took place in the picturesque St. Stephen's Church, Cohasset, and was performed by Rev. Howard K. Bartow, the rec-

(Continued on page 54)

SATISFY THE PUBLIC DEMAND FOR

The Brunswick
ALL PHONOGRAPHS IN ONE

EFFICIENT SERVICE FOR NEW ENGLAND DEALERS

KRAFT, BATES & SPENCER, INC.

156 BOYLSTON ST.

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 53)

New England Dealers

This is yours—a DEALERS' INSTITUTION wherein every dealer (regardless of his trade affiliations) will find counsel for his problems as well as an extensive stock of phonograph merchandise of various manufacture, embracing the best of the new makes of machines, records, supplies and accessories.

The trade in general is cordially invited to inspect this establishment, and every dealer is earnestly urged to learn just what this new service means to his business.

This institution was created by Mr. Harry Rosen, who thanks his many friends for their splendid support during his 16 years of successful activity in the phonograph industry and invites a continuation of that same good spirit.

The Original Rosen



**The Rosen
Phonograph Sales Co.
28 Court Square, Boston**

tor. Herbert Shoemaker, general manager of the Eastern, acted as best man. The wedding was a rather quiet one and only members of the two families and a few relatives and friends were present at the ceremony. Mr. and Mrs. Dodge went over to New York on their wedding trip. They plan to spend the fall and winter in Brookline.

Billy Veale Goes to Providence

Billy Veale, who has been traveling manager for the Eastern Co. for the past six years, has gone to Providence, R. I., where he will be the manager of the talking machine department in the Kennedy & McKay establishment.

J. E. Dunham Joins Eastern Staff

J. E. Dunham has joined the Eastern's traveling staff and is covering western Massachusetts and Connecticut. Mr. Dunham formerly was traveling representative for the Victor Co. and his territory was Michigan, Indiana and Illinois.

Works Himself Out of Vacation

Joseph W. Burke, because of the pressure of work incident to the business of the Musical

Supply & Equipment Co., who are the New England distributors of the Sonora, was unable to take his water trip as planned for a month ago and now he does not know when he is to get away. Mr. Burke is looking for a big boom in the Sonora orders this fall.

Harry Spencer, of Kraft, Bates & Spencer, is longing for the Maine woods just at this time and in a few weeks he hopes to be able to get up there for some fishing. Mr. Spencer reports the Brunswick proposition as finding wide favor in the talking machine trade.

Phonograph Supply Co. Moves

The Phonograph Supply Co., lately located at 28 School street, announces its removal to more commodious quarters at 27-28 Court Square, directly back of the City Hall, where it is unusually well equipped to handle all repair work. The two young men running this concern, George Rosen and Ralph Silverman, are thoroughly well acquainted with the business and they certainly are live wires.

Harry Rosen Featuring the Delpheon

Harry Rosen, whose sixteen years' experience in the talking machine business has brought him in close touch with both the trade and the general public, is also located at this same address, under the name of the Rosen Phonograph Sales Co., a concern which has lately been incorporated and to which reference was made in this department last month. This new concern is specializing in the Delpheon, which is made at Bay City, Mich., and which has many points to commend it. Mr. Rosen has been able to interest a number of his old patrons in this instrument.

Osgood Department to Be Improved

The talking machine department at the C. E. Osgood Co.'s large establishment is to be greatly enlarged, and instead of being housed as it has been at the rear of this large store it is to be carried right out to the street front with a direct entrance of its own. The interior is to be reconstructed and furnished at considerable expense, making it one of the most attractive talking machine stores of its kind in the city. Chester J. Sylvester, manager of this department, which carries Victor, Columbia and the Burrowes lines, spent his vacation motoring around through the White Mountains.

Visit Victor Factory on Vacation

Two of the Steinert Victor employees who have just returned from their vacations are Herman Fleischman, one of the traveling men for the house, and Charles Bon Euv, who is in

**VICTOR
Retail Manager**

seeks new connection with progressive Victor store. Five years managerial experience organizing, directing and inspiring productive sales force. At present managing exclusive New England Victor Shop. Able to provide proofs of ability to increase sales materially. Equipped to write advertising and handle office detail, if desired. Your opportunity to secure a thorough American year in France, and an executive who operates on a "live wire, twentieth century Victor Sales Basis," aged 30 years. Address Victor Sales Promoter, care Talking Machine World, 373 Fourth Avenue, New York City.

charge of the wholesale record stock. One spent most of his time in Woodstock, N. H., the other in New York, but before they returned both visited for a few days at the Camden factory.

Veeco Motors in Belgium

The Veeco Co. is again coming into its own now that the war is over. The company has recently made a shipment of its motors to Ghent, Belgium, the consignee being one of the largest dealers on the continent. A good-sized order was lately received from London for the motors made by this house.

Miss Samuels Is Promoted

Miss Esther Samuels, a valued employe of the Arch street Steinert store, has lately been advanced to the post of secretary to Wholesale Manager Reed. Miss Samuels, during the war, was the company's outside Victor representative and made good with the trade in the most positive manner.

J. W. Mahoney Back at Desk

John W. Mahoney, of the retail staff of the Arch street store of M. Steinert & Sons, is back from Gloucester, where he had been spending the summer with his bride, who formerly was Miss Anna L. Hughes, of Malden. Mr. and Mrs. Mahoney spent their honeymoon at Jeffrey, N. H.

Some Recent Visitors

T. W. Barnhill, president of the Penn Phonograph Co., Victor wholesalers in Philadelphia, lately spent two weeks touring New England in his motor car.

A Boston caller during the middle of August was Howard J. Shartle, manager of the record department at the Victor factory at Camden. Several of the local boys, including those at the Steinert house, entertained him while in town.

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.

No. 3 Carrying
Strap Shown in
Cut

These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the originator of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and
descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

We Move—

We are always "on the move" to serve phonograph dealers with up-to-the-minute merchandise and expert repairs. And now we move (from our old address, 28 School St.) to phonograph headquarters where our spacious warerooms and increased facilities enable us to serve the trade better than ever.

The Phonograph Supply Co.
Of New England
27-28 Court Square, Boston

Curry Send for Descriptive Circular
DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER
"SOUND PROOF"
FRANK B. CURRY
72-74 Dedham St. Boston, Mass.

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited
77-79 North Washington St., Boston, Mass.

THE EMPIRE LINE IN NEW ENGLAND

New England Piano & Phonograph Co., of Boston, Will Handle This Well-known Phonograph—Headquarters on Boylston Street

BOSTON, MASS., September 8.—The New England Piano & Phonograph Co., which has had temporary quarters at 43 Tremont street, is about making a change to 373 Boylston street, but they are only to be temporary quarters as their more permanent location, which is not yet quite ready for occupancy, is to be at 405 that same thoroughfare and only a few doors removed from the temporary abode. It is hoped by the company to get finally located at the latter number by October 1.

This company has closed arrangements with the Empire Talking Machine Co., Chicago, whereby it will have the agency for the Empire products in Boston and New England. They are at present making an exhibit of three Em-

pire styles, which have attracted considerable attention and admiration. In addition to talking machines, this company will handle a line of pianos and player-pianos.

The New England Piano & Phonograph Co. is incorporated under the laws of Massachusetts for \$100,000. Charles G. Faux, who formerly was associated with the Hallet & Davis Co., is president and treasurer; Hardy Harrocks, a well-known player expert, is vice-president, and Daniel L. Phillips, also a piano man of experience, is secretary of the company.

NEW CONCERN IN REVERE, MASS.

REVERE, MASS., September 4.—The Revere Phonograph Co. has opened up a handsome new shop which is handling the Columbia line exclusively. A. Maletz is the proprietor and he is having a fine sale in period models of machines and the highest type of records. The shop is central and is doing a good business.

READY FOR OPENING IN BRIDGEPORT

Remodeled Quarters of M. Steinert & Sons Co. Are Most Attractive

BRIDGEPORT, CONN., September 5.—The M. Steinert & Sons Co.'s remodeled Victor store in this city promises to be one of the finest places of its kind locally. Officially the store will be open about September 10, and Robert Steinert, the Boston manager, and Kenneth C. Reed, head of the wholesale department, are expected over for the opening. The store has a central location in Main street, and as an old business institution dating back many years, it has won a special place among the music lovers of this city. F. M. Cunningham, the manager, has been giving the closest attention to all the details of remodeling and refurnishing and redecorating.

According to reports talking pictures are interesting talking machine manufacturers.



Model XA
Mahogany
or Walnut

**The Machine
that Plays
any Record**

The Empire line shows value in every way—designs, workmanship, finish. Every detail will stand your examination. Empire machines and records are always identified with progressive merchants—each a creditable reflection on the other. We are prepared to make immediate shipments. Prices at retail are from \$35.00 to \$250.00.

Empire



**The Record
that plays on any
Phonograph
using steel needles**



Model B
Mahogany
Walnut
or Oak

**The Machine
that Plays
any Record**



Come in and hear them

The great popularity of Empire universal cut records is shown by the fact that we are selling twice the amount of these records now than when we first announced the release of them. See our list of October records in the record bulletin of this paper. Send us a trial order for a dozen and get our supplements.

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

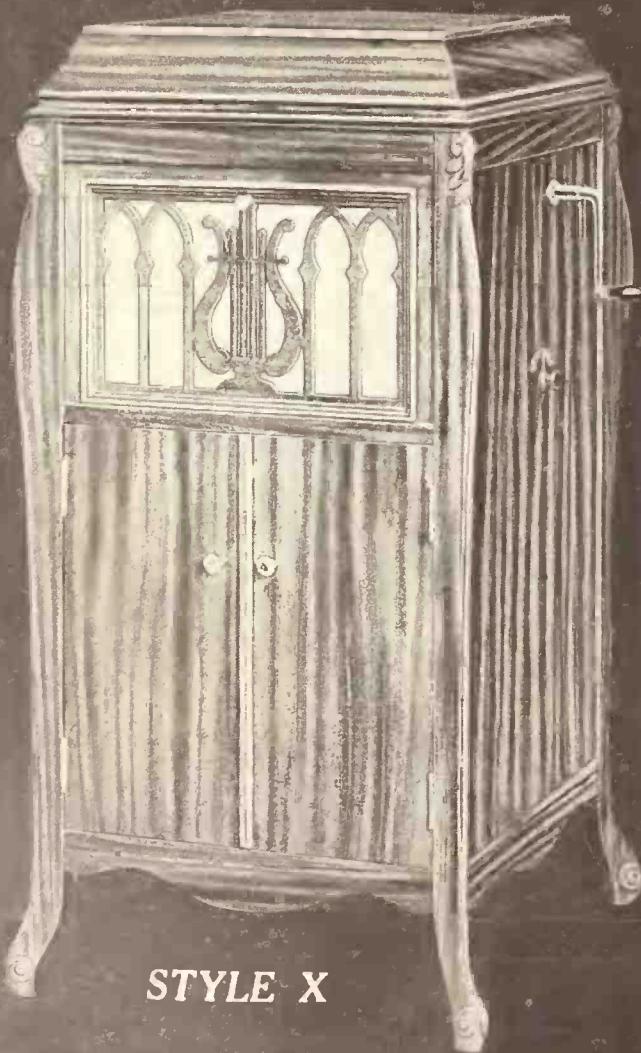
EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

429 South Wabash Avenue, Chicago, Ill.

“Success!”

*That one word “Success!” issues from
“the singing throat”
of the
STARR
Phonograph*



STYLE X

Dealers

literally “thank their Starrs” for their popularity with the public.

The “Singing Throat” of the Starr—a truly remarkable feature—is largely responsible for the prestige of the STARR.

Let us tell you about your opportunity.

**The Starr Piano Co.
Richmond, Ind.**

Los Angeles
Birmingham, Ala.

New York
London, Canada

CLEVELAND TALKING MACHINE MEN HELP IN CONVENTION

Take an Active Interest in the Meeting of the Piano Merchants' Association of Ohio—Various Stores Being Remodeled for Fall—Talking Machines in Political Campaigns

CLEVELAND, O., September 8.—The talking machine dealers of this city are taking a lively interest and a prominent part in the annual convention of the Piano Merchants' Association of Ohio being held here, at the Hotel Statler, to-day and to-morrow. Not only do a number of the talking machine men handle pianos, or vice-versa, but the occasion of the convention was looked upon as an opportunity for boosting the project for a State-wide organization of talking machine jobbers and dealers, which was first launched at a meeting here last winter.

The Caldwell Piano Co. branch of the Wurlitzer Co., East Ninth street and Prospect avenue, is making extensive alterations in the present store, particularly on the ground floor salesroom, where several expensive booths for talking machine sales use are being installed. The company is also remodeling the other floors of the building and making a special drive on pianos, players and talking machines. Extensive advertising is being done by means of canvas streamers placed on the building's exterior. This store, as well as the main store of the Wurlitzer Co., Euclid avenue, is open until nine p. m. daily in order that day workers may do their musical instrument buying after business hours.

The Wurlitzer store is still in the hands of carpenters and other workmen, the ground floor not yet having been put in condition for business. The company is extensively advertising musical instruments.

G. Edward Lind, of the Automatic Music Roll Co., Chicago, was a recent visitor to Cleveland.

The Pathé Shop Co. has been incorporated in Columbus, O., with a nominal capital of \$5,000, to handle Pathé instruments, the incorporators being Burt Tullar, C. R. Evans, W. Tullar, B. Cunningham and O. Evans.

The McMillen Music Co., one of the largest dealers in stringed and other musical instruments as well as sheet music, relocated in East Ninth street, a few doors from the firm's old site, between Euclid and Prospect avenues, on September 1. The firm, several weeks ago, was compelled to move temporarily to an upper story of the Goodman Piano Co.'s building, 510 Huron road, a bank having leased the concern's old ground floor site. The firm has remodeled the new location and has one of the most attractive stores in the downtown section.

The Brunswick phonograph is making great progress locally, due primarily to the pushing methods of Manager Young, of the Cleveland branch of the Brunswick-Balke-Collender Co. Extensive and judicious advertising and a wide-awake sales force are putting the Brunswick machine to the forefront.

The Columbia Graphophone Co., Cleveland distributor for the Columbia products, reports an ever-increasing volume of orders for machines. The Columbia is more popular than ever since the war period, the new records being offered the public being exceptionally popular hits, the one-steps and dance music records being favorites. Stracciari, who made his bow in Cleveland last winter as a soloist, is popular with Columbia record lovers.

Representatives of the Garford Manufacturing Co., Elyria, O., report big increases in the summer sales of the firm's "Model C" phonograph. This machine is extensively pushed by Cleveland dealers. Mr. Garford is well and favorably known in this city, where he devoted more than a year of his time without compensation as a member of the general military draft and appeal board.

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

Rex C. Hyre, attorney for the piano dealers' association of Cleveland, is pushing his plans for developing the new phonograph cabinet invented by a Cleveland man. The cabinet does not open at the top, but has a front panel which slides up and down, permitting the use of the closed top for ornamental decorations. Mr. Hyre proposes a company of dealers to put the cabinet on the market, ultimately hoping that business will justify the erection of a factory.

Edmond B. Haserodt, county clerk of this country, is among the political candidates to make use of the talking machine, player-piano and movie for campaign purposes. A year ago he featured this triple arrangement in ward meetings throughout Cleveland with great success, succeeding in winning a renomination when opposed by the entire strength of the Democratic organization which he bolted.

"The talking machine and the movie camera are great aids in campaigning at night, either in halls or the public streets," said Mr. Haserodt. "By the use of the movie camera and screen a candidate can make facts and other information speak strongly to auditors, while the talking machine can be used in more ways than one. It can be turned to account in a musical way to entertain crowds or the candidate can voice his arguments at meetings where he is not present in person, thus greatly increasing his number of hearers. I believe in the free use of the phonograph for campaign purposes and predict that before many years the talking machine at political gatherings will be as familiar as are the old-line candidates."

"By using a phonograph a candidate can condense his talks into solid facts. There can be no 'back talk' to the machine by bystanders."

Frank Frazier, representing a Louisville talking machine distributor, was a visitor last week.

Data gathered by Cleveland's retail furniture dealers show that the majority of the progressive firms are now carrying large lines of phonographs and records and that this class of merchandise, once considered "side lines," is now a splendid drawing asset. Some of the biggest retail furniture emporiums use half their show window space in featuring talking machines and records and much space is used by these same firms in exploiting phonographs in display advertising in daily newspapers.

Charles K. Bennett, manager of the Eclipse Musical Co., reports prospects for a big September and October business in machines and records, the factory supply now being much better than it was during midsummer months.

The Cheney Phonograph Sales Co., Euclid avenue, is doing some effective newspaper advertising and its sales manager reports the volume of sales during August much heavier than during July.

The Collister & Sayle Co. is featuring athletic goods along with Victor talking machine records in window displays.

The Hippodrome Music Shop has some novel window displays of sheet music and phonograph records.

The Bailey Co., one of the city's large department stores which has an extensive musical instrument department, is now giving space to talking machines in the ground floor show windows.

The Fischer Co., Taylor Arcade, distributors of Pathé phonographs, now have one of the most select retail shops in all of Cleveland. A new hardwood ground floor is among the attractions of this dainty retail mecca for lovers of first-class music. The volume of business for August is reported to have shown a big increase. The Pathé machine gets first-class attention from the sales people of this firm, no opportunity being overlooked to display instruments to the best advantage. The wholesale department has also seen many improvements recently.

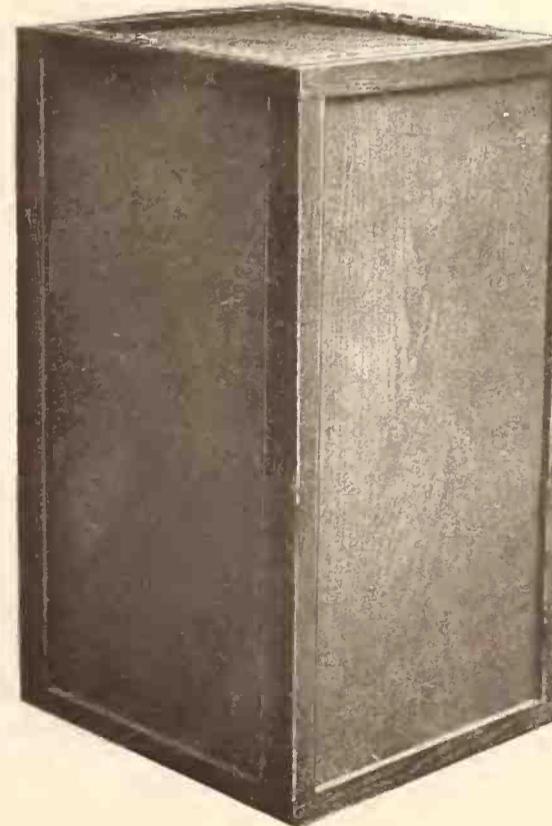
The Vincent-Barstow Co., 725-801 Euclid avenue, are featuring Brunswick phonographs.

PHONOGRAPH CASES

Reinforced 3 ply veneer

THE STANDARD CASE

for Talking Machine and Records



Made by

PLYWOOD CORPORATION

GOLDSBORO, N. C.

8 Mills in Va., N. C., and S. C.

New York Office, 103 Park Ave.

Chicago Office, 111 Monroe St.

and
Plywood
Cases
ARE SYNONYMOUS

For 10 years phonographs have travelled in plywood cases and have reached destination in perfect condition.

Our capacity and experience in manufacturing insure you getting good service and well made cases.

We build cases suitable for export.

Let us figure on your requirements.

The *Truth* About Talking Machine Needles

NO phonograph music is one bit better than the needle it is played with—a poor needle will spoil the charm of the best record made.

"Tonofone"

Is the Universal Talking Machine Needle Supreme!

Its wonderful elasticum tip is both plastic and elastic—it is cylindrical, of correct diameter and blunt-pointed; therefore it will neither widen with use nor scratch like other needles. That's why each "Tonofone" will play 50 or more standard records without injury.

Its Tones are Marvelously Pure!

"Tonofone" is not a loud needle, but brings out all the tone-value of the record without the scratch. It does not sacrifice the tone quality for the sake of volume.

Its Articulation is Amazingly Clear!

The plastic, elastic point quickly shapes itself to the groove and picks out every one of those wonderful microscopic sound waves, thereby giving a perfect reproduction which no needle of any other construction can do.

Others May Imitate—None Can Duplicate!

"Tonofone" makes the talking machine all but human—makes it sing and talk like the human voice—makes it play instrumental music like the instruments themselves in master hands.

It Makes All Records Better—Makes Good Records Great!

"Tonofone" is not an experiment—it has stood every known test. Musically, mechanically and scientifically it is correct. It has set a new standard in "Phonography."

If your jobber does not handle "Tonofone," send your order to our nearest distributor.

U. S. "Tonofone" Distributors

Revised List — to Date

THE REED COMPANY, 237 Fifth Ave., Pittsburgh, Pa.
WORLD PHONOGRAPH CO., 736 Tilden St., Chicago.
W. A. CARTER, Cable Building, Chicago.
OKEH RECORD DISTRIBUTING CO., OkeH Building,
Grand Rapids, Mich.
ARCADIA MUSIC CO., INC., 33 Peachtree Arcade, Atlanta,
Ga.
E. M. BOND FURNITURE CO., Nashville, Tenn.
ROE-BROWN COMPANY, 662 South Fourth St., Louis-
ville, Ky.
WALTER S. GRAY, 942 Market St., San Francisco, Calif.
M. D. SWISHER, 115 S. Tenth St., Philadelphia, Pa.
ASSOCIATED FURNITURE MANUFACTURERS, 1209
Washington St., St. Louis, Mo.
A. C. McClurg & CO., Chicago.
ALEXANDER DRUG CO., Oklahoma City, Okla.
E. R. GODFREY & SONS CO., Milwaukee, Wis.
MURMANN PHONOGRAPH CO., 1318 Olive St., St. Louis,
Mo.

RICHARDS & CONOVER HARDWARE CO., Kansas City,
Mo., and Oklahoma City, Okla.
LYRE-OLA MFG. COMPANY, INC., 8th & Olive Sts., St.
Louis, Mo.
M. SELLER & CO., 5th & Pine Sts., Portland, Oregon.
HOEFFLER PIANO MFG. CO., 304 W. Water St., Milwau-
kee, Wis.
BALDWIN-MILLER CO., 304 State Life Bldg., Indianapolis,
Ind.
ARMSTRONG FURNITURE CO., 59-61 N. Main St.,
Memphis, Tenn.
KRAFT, BATES & SPENCER, 156 Boylston St., Boston, Mass.
W. L. WEAVER, Sumpter Bldg., Dallas, Texas.
SMITH-WOODWARD PIANO CO., Houston, Texas.
PLAZA MUSIC CO., 18 W. 20th St., New York City.
WADE TALKING MACHINE CO., 18-20 N. Michigan Ave.,
Chicago.
JESSE FRENCH & SONS PIANO CO., Montgomery, Ala.

EASTERN AND EXPORT DEPT.
160 BROADWAY
NEW YORK CITY
U.S.A.
TEL. CORT. 8586

MADE for THE TRADE by
R. C. WADE CO.

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE
CHICAGO, ILL.
U.S.A.
TEL. RANDOLPH 2045

And

“Tonofone” Needles are playing
Records as they have never been
played before:

50 times at a clip and without the
least injury to the record:

ALL AROUND THE WORLD

Here's The Proof

“Tonofone” Foreign Distributors

Corrected list to September 1, 1919

A. TARTIKOVER, Sydney, Australia (P. O. Box 2318).
QUEVEDO & CABARGA, 5 O'Reilly, Havana, Cuba.
HAVANA TRADING CO., 19 Obrapia, Havana, Cuba.
GENEVA CUTLERY CO., LTD., Old Sergeant's Inn Chambers, 5 Chancery Lane, London, E. C.
HERBERT F. SOLLY, LTD., 12 Hatton' Garden, London, E. C.
M. I. BENDERSKI, 15 Rue de la Reynie, Paris, France.
GIOVANNI ALBERTINI, 10 Via Carducci, Milan, Italy.
WILLIAM JOEL, Apartado 230, Tampico, Mexico.
ALFREDO KRAUS, Apartado 573, Tampico, Mexico.
NICHOLAS OUDIE, Apartado 2020, Mexico City, Mexico.

ARNALDO SALGUEIRO, Rua Dr. Souza Viterbo, 42-20 Oporto, Portugal.
PEDRO SUNER RAFART, Alta San Pedro, 59, Barcelona, Spain.
PHILIP GOODMAN, 1-2-3 Anglo African Bldgs., Johannesburg, South Africa.
JOSE A. AEDO, Avenida de Mayo 560, Buenos Aires, Argentina.
JOHN S. de FREITAS & CO., Georgetown, Demerara, British Guiana.
ANTONIO PUERTO, Bogota, Colombia, S. A. (P. O. Box 331.)
HENRY BETTENCOURT, Rio de Janeiro, Brazil.
ARTHUR K. KEMPTON, 205 Drummond Bldg., Montreal, Canada.

As We've SAID BEFORE, the popularity of the “Tonofone” circles the globe: And Now You Know it.

EASTERN AND EXPORT DEPT.
160 BROADWAY
NEW YORK CITY
U.S.A.
TEL. CORT. 8586

MADE for THE TRADE by
R. C. WADE CO.

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE
CHICAGO, ILL.
U. S. A.
TEL. RANDOLPH 2045

CHARLES L. HOWSER ENTERTAINS

Host to Number of Prominent Talking Machine Men in Honor of His Thirty-seventh Anniversary With E. F. Droop & Sons Co.

During the convention of the Victor Educational Department recently held at Camden, N. J., Charles L. Howser, director of the Chamber of Commerce of Washington, D. C., and manager of the Victrola department of E. F. Droop & Sons Co., of the same city, tendered a very delightful surprise dinner to a few of his friends.

The guests all joined the party expecting a "Dutch" affair, but it was rather an elaborate banquet. At its close Mr. Howser arose and made a short talk outlining how he started in the music business with Droop & Sons some thirty-seven years ago, as an office boy at a salary of \$2.00 a week and concluded by stating he took great pleasure in having those present as his guests for a thirty-seventh anniversary of his advent to the music industry.

The dinner was held at the New Victoria Hotel in Camden and was attended by Burt Davis, of F. J. Weigaud, Barberton, Ohio; J. H. Steinbrecher, Jr., manager of the Victrola department of Corley Co., Richmond, Va.; Leslie C. Parker, president of the Badger Talking Machine Shop, Milwaukee, Wis.; William M. Lind, of Charles H. Ditson & Co., New York City; Branson M. DeCou, manager of Landay Bros.' Newark store; Franklin G. Dunham, director of Victor educational department of all the Landay stores; Raymond Bill, of The Talking Machine World, and Mr. Howser, the host.

AGAIN AT HIS POST

After a sixteen-month service overseas in the infantry branch of the American Expeditionary Forces, J. H. Steinbrecher, Jr., returned last month to his duties as manager of the Victrola Department of Corley Co., Richmond, Va. Mr. Steinbrecher has been with the Corley Co. ever since the first Victor talking machine was sold in Richmond.

NEW CONCERN FORMED IN BUFFALO

Iroquois Sales Corporation Organized as Distributors of OkeH Records and Vitanola Phonographs—L. M. Cole Is Sales Manager

BUFFALO, N. Y., September 5.—Announcement was made this week of the formation and incorporation of the Iroquois Sales Corporation of this city, which will be wholesale distributors in this territory of OkeH records, Vitanola phonographs and various accessories. The company will have its headquarters at 10-14 North Division street, Buffalo, and arrangements are



L. M. Cole

being made for an extensive campaign in behalf of OkeH records and Vitanola phonographs.

The president of the new company is Edward A. Eisele, who is the head of King & Eisele, well-known wholesale jewelers in Buffalo, who have been in business for the past sixty years. Lionel M. Cole, who is one of the best-known members of the talking machine industry in this State, is sales manager of the Iroquois Sales Corporation, and Franklin D. Clare is resident manager. Mr. Clare just returned from France after eighteen months' service with the Motor Corps of the United States army. Ralph C. Smith, who is vice-president and general manager, and Wm. E. Griffith, who is secretary and treasurer of the new concern, are both executives of King & Eisele.

As OkeH jobbers the Iroquois Sales Corp. will take over the business formerly conducted by the Hoffman Piano Co., which latter company will concentrate on the development of its retail business exclusively.

L. M. Cole, sales manager of the new company, is thoroughly familiar with every phase of the talking machine industry, having been connected with the Hoffman Piano Co. and the Gibson-Snow Co., prominent phonograph wholesalers. He understands every detail of the retail merchandising of talking machines and records, and his many years' experience enables him to give the dealers practical and invaluable co-operation.

Mr. Cole numbers among his personal friends dealers in every section of New York State, and the extensive OkeH record trade that he developed with the Hoffman Piano Co. will undoubtedly be augmented by the Iroquois Sales Corp. "Service" is one of Mr. Cole's specialties, and under his guidance OkeH records and Vitanola phonographs will receive aggressive representation in this important territory.

Herbert Gintz, of the Gintz Co., who operate two Victrola and furniture stores at New Philadelphia and Dover, O., has been doing some remodeling at both stores, and is strong for the Victrola and record business, his only complaint being in regard to the shortage of Victor goods.

OKEH
RECORDS
IMMEDIATE DELIVERIES
OF ALL
Popular Hits

Every dealer handling OkeH Records is ready to give efficient service to his patrons and supply them *immediately* with the best sellers of the day.

We are giving our dealers valuable service and co-operation and the "Record of Quality" is winning new friends steadily.

Do You Know What Our Service Means?

**THE GARFORD MFG. CO.
ELYRIA, OHIO**

The Modernola

*A Home Delight
to Ear and Eye*

**"Yes, But How
About the Tone?"**

The individuality and unmatched beauty of this circular machine at once wins the beholder—the dealer interested from a sales standpoint, or the prospective buyer who would brighten and cheer the home with one of them.

And then the very natural and logical question, "Yes, but how about the tone?"

That starts Modernola enthusiasm afresh. In this wonderful new instrument, appeal to the ear is on a par with appeal to the eye. The Modernola is 100 per cent. right.

The Saxophone Horn Chamber is original with the Modernola. For tone richness and evenness it is unsurpassed.

United States Government Patents granted on the designs and exclusive Lamp Shade feature of the Modernola greatly enhance its value as a selling proposition. Prospective buyers turn away from popularized instruments of conventional design to admire the more beautiful Modernola. *And they buy it.* Modernola sales rights are proving of more and more value—*everywhere.*

Territory is being rapidly taken up. While we are behind in filling our orders, plant equipment is being added to for increased production. Write at once and get information concerning Modernola selling, in your city, town or territory.



It is circular

The Lamp Feature

A real innovation! It gives life and color to the dealer's window and floor displays. In the home it brightens and cheers—when silent as well as when entertaining. The lamp is detachable.



THE MODERNOLA CO.
JOHNSTOWN, PA.



OLIVERS RED-WHITE-BLUE THRIFT NEEDLE

WHY CHANGE NEEDLES CONTINUALLY?

Use this Semi-Permanent Phonograph Needle which plays from 50 to 200 records without changing and is more economical and satisfactory than the ordinary steel needle. Plays any tone

These needles are fast selling and will mean continuous repeat sales. They offer you a profitable addition to your line.

Write for full information to the distributor nearest you

NEW YORK

The Cabinet and Accessories Co., Inc.
145 East 34th St.

New England Distributors

Iver Johnson Sporting Goods Co.
Boston, Mass.

PHILADELPHIA

Interstate Phonograph Co.
1026 Chestnut St.

CINCINNATI TALKING MACHINE CONCERN REORGANIZED

New Interests in Control of Huss Bros. Phonograph & Piano Co.—New Red Seal Record Prices Boom Sales—Volume of Fall Business Depends Upon Amount of Stock

CINCINNATI, O., September 1.—Herbert J. Dorger, formerly engaged in the banking business in Cincinnati, has been elected vice-president of The Huss Bros. Phonograph & Piano Co., now located at 6 to 10 West Canal boulevard.

Mr. Dorger takes over the interests of C. W. and W. C. Huss, whose withdrawal from the firm was recently announced in *The Talking Machine World*. The new official will take an active interest in the management, aiding C. Clifford Coppin, president and Arthur Brand, secretary and treasurer.

The factory is now fairly well settled in the new spacious quarters and Recall phonographs are again being produced, the company announcing yesterday its ability to take care of all orders and also to take on demands for cabinet work of all kinds.

Decrease in the price of Red Seal records was a wonderful factor in producing business during August, according to T. Sigman, manager of the Victor department of the Rudolph Wurlitzer Co. In speaking of business Mr. Sigman said:

"If August is a barometer for the coming fall and winter Victrola business, all records for sales will surely be broken, for it was one of the best summer months we have had. The increase was more noticeable in records, however, as a reduction in price of Red Seal Records boosted the sales way up. This was especially

true in the wholesale department. The dealers realizing the great shortage of popular-priced records bought heavily from the Red Seal list.

"The waiting list still contains the names of many patient customers who purchased large sized Victrolas. Fortunately there are small instruments in large enough quantities to loan to these purchasers until the larger models are received.

"The hope and wish of every dealer in Victrolas and records is: May the month of September bring forth at least 100 per cent. increase of output from the factory of this wonderful product."

C. L. Byars, manager of the Vocalion department of the local Aeolian store, reports a gratifying increase in the August business this year as compared with previous months of August. The only disagreeable feature in the business to-day is the shortage of goods. "We are constantly having calls for machines," said he, "that we can't get. This is unquestionably the most promising year in the history of the music business of the country, and if the factories can only come across with the production, the music houses of the country should enjoy the greatest prosperity ever experienced."

The demand for Vocalion records is growing daily, and it is interesting to note that users of other instruments using the hill and dale records are especially buying the Vocalion records.

The vacation season has struck some of the members of the trade. F. F. Dawson, manager of the Columbia Graphophone Co., spent part of August in the East. His assistant, N. B. Smith, returned home from a rustinating trip Friday. W. R. Thomas, of the Crystola Co., is spending a combined business and pleasure trip in the neighborhood of Chicago. P. H. Oelman, Cincinnati manager of the Phonograph Co., is due back the middle of this week. He was resting in the Miami valley.

TO HANDLE THE REGINA LINE

L. R. Sherman, head of the Greenpoint Talking Machine Co., 638 Manhattan avenue, Brooklyn, N. Y., recently closed negotiations to carry the Regina phonographs. The Regina is now manufactured in a number of new models, and as it carries a number of exclusive features Mr. Sherman feels that it will be an excellent addition to his line.

SOME EXCELLENT NEEDLE PUBLICITY

Condon & Co., Inc., New York, sole agents for the Uniform Needles, are using some reproduced photographs in their publicity through the courtesy of the Harvard University Laboratory. The photographs are enlargements of needles and show the Torrington Uniform needle enlarged one hundred times, as well as a photograph of other needles enlarged fifty times, the idea being to convey how perfectly the Uniform Needle fits the record grooves. In addition they reproduce some other authority's ideas on the subject of needle points.

The Corley Company

VICTOR WHOLESALERS

RICHMOND - VIRGINIA

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., September 9.—There is very little new to note in the talking machine business in Philadelphia so far as the condition of the trade is concerned. There is still a great shortage of instruments and records to be noted, with little prospects of any immediate relief. Business has been very good and there is a growing demand which looks as if it would increase as the season advanced and very much the same condition is going to prevail in this city and locality as last fall.

Will Soon Move to New Home

The Columbia Graphophone Co. report that their business during the past couple of weeks has been very brisk, although they have been considerably short on records. They hope, however, that the factory will be able to overcome this shortage in the very near future. They expect to move from their present location at 210 North Broad street to their new home at Sixth and Filbert streets next week, at least by the 15th. They are going to have no immediate opening of their new building, but they expect shortly to have a big dealers' meeting soon after they get settled in their new home. Miss Marion Moffett has resigned as secretary to Manager Wilcox, to accept another position, and her place has been taken by Miss Grace Delabar, who has been connected with the Columbia for some time.

Among the recent visitors noted at the Columbia stores was O. F. Benz, of the general sales department, record division, of the Columbia; Mr. Heller, representing the Metropolitan Phonograph Co., of Reading; Nathan Belly, of Belly Bros., Trenton, N. J., and Calver Anderson, a Columbia dealer of Wilmington, Del. Miss Mary Walp, of the dealers' service department, is spending her vacation at present at her old home in Scranton, Pa. C.



QRS PLAYER ROLLS

The large amount of money the QRS Company are spending in advertising is marketing thousands of player rolls.

You can have your share of these sales if you let the public know you handle QRS Rolls.

Send us your orders. We are ready to give twenty-four hour delivery on all QRS Music Rolls.

WEYMAN & SON

**Wholesale Distributors
For QRS Rolls**

Victor Wholesalers

MANUFACTURERS of the world renowned WEYMAN KEYSTONE STATE MUSICAL INSTRUMENTS

1108 CHESTNUT ST. Established since 1864 PHILADELPHIA

R. Dunlop has just returned from a vacation spent mostly in New York, during which time he visited the executive offices of the firm.

Dinner of Traveling Staff of Victor Co.

A dinner was given on Saturday evening, August 30, at the Manufacturers' Club in honor

of the members of the traveling staff of the Victor Talking Machine Co. The traveling staff of this company occupies a unique place in the commercial world, as the company sells the dealer exclusively through its jobbers.

(Continued on page 64)

VICTOR CHANGES

Have come at timely periods—ever expressing the vision, brain power and creative ability of the Victor Talking Machine Company.

But our principle of absolutely fair distribution to the dealers of our logical territory has been our unchanging policy for these past twenty years.

This practice—plus many helpful forms of personal service to our dealers—has merited the confidence and loyalty of the clientele we are serving.

**THE LOUIS BUEHN COMPANY
PHILADELPHIA**

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 3)

The men in whose honor the dinner was given cover all parts of the United States in the interest of the company to maintain a co-operative contact between the dealer and the factory. Their work is very largely business building, showing the dealer how to improve in merchandising and giving him instructive help in building up his business.

Harry A. Beach, manager of the traveling department, was toastmaster at the dinner, and addresses were made by L. A. Hawkes, general manager of the C. Howard Hunt Steel Pen Co.; H. C. Brown and John G. Paine, of the Victor Talking Machine Co.

Henry F. Miller's Auto Trip

During August Henry F. Miller, of the Penn Phonograph Co., accompanied by Mrs. Miller and several friends, took an extended automobile trip, covering most of the New England States. Miss Bessie Markley, the private secretary of the firm, spent her vacation at Atlantic City; Frank Osman went to Bar Harbor, T. Ralph Clarke went to Atlantic City and Victor

Moore was at Newport, R. I., but was compelled to return without meeting the Prince of Wales, although he succeeded in seeing a number of other of the big fish there, including Mrs. Stuyvesant.

Westervelt's Temporary Territory

J. D. Westervelt, known as "The Columbia Man," has just returned from a two weeks' vacation spent in Ocean City. Before going away he sent his trade the following neatly printed on a pamphlet:

"From August 16 to September 3 my 'new territory' will be a big slice of the Atlantic Ocean, where I expect to enjoy my annual salt-water bath. During that time I hope you will make a very careful study of the September 10 and 20 selections and forward your order direct to the company, where it will be listed and filled in order in which it is received.

"Last month our initial supply 'ran out' and those who ordered at the last minute were 'cut.' Place your order early for a good supply; don't wait too long. September marks the

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

beginning of 'big business,' so watch your orders for records and place them accordingly. Upon my return I will be glad to call on you to discuss plans for the 'fall drive' and to be again at your service.—J. D. Westervelt."

A snappy little circular. The firm have been doing some extensive advertising of the "Red Lantern" Columbia records by means of a float, which has been covering the city for a week, the Nazimova performance having created a lot of attention here.

H. M. Weymann Discusses Conditions

H. M. Weymann, of H. A. Weymann & Sons, states: "Business has been very good in Victor goods and it is just a question of supply to meet the demand. There will be a raise in the price of Victor records, to go into effect September 5, but this will not affect the trade, as the demand is far greater than the supply and will continue so for a long time to come on all sorts of Victor records, including the Red Seal. Prospects look better, however, for a great output in the near future and I believe the increase is going to be felt during the next thirty days." H. Power Weymann, who assists his father in the management of the Victor wholesale department, has announced his engagement, the wedding to take place some time in October, the date not being definitely set.

William J. Elwell, manager of the Heppe wholesale talking machine department, has just returned from a two weeks' vacation spent at Atlantic City.

Prominent Jobbers Take Penn Line

The Penn Co. have been having extensive business with their Victor dogs. Among some of the prominent jobbers who have taken on these dogs are: Louis Buehn & Co., Robert C. Rodgers, of Washington; the Talking Machine Co., of Birmingham, Ala.; Philip Werlein, of New Orleans; the Reynolds Talking Machine Co., of Mobile, Ala.; the Stewart Talking Machine Co., of Indianapolis, and the Eclipse Musical Co., of Cleveland, O.

Spending Money on Improvements

The Grier Piano Co., of Wilmington, Del., are expending more than thirty thousand dollars in improvements of their warerooms, having purchased an additional piece of ground and are erecting a large addition. This addition is required on account of their extensive talking machine department. The Robelin Piano Co., another Wilmington talking machine dealer, is also making extensive improvements.

Big Increase in Emerson Trade

Since Harry Fox has assumed the representation of the Emerson records in this city he has built up a large business. His firm, the Emerson-Philadelphia Co., has offices and warerooms on the eighth floor of the Parkway Building. The warerooms were greatly enlarged recently. Mr. Fox reports that since he has opened here he has been able to create a big demand for the Emerson from the buying public, and dealers are taking a keen interest in the exploiting of these records. Charles F.

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street, New York

The FRANKLIN

The Phonograph You Need Now



STYLE LOUIS XVI—\$200

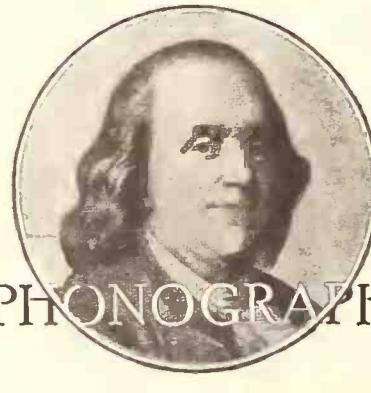
That we were not satisfied to put on the market just "another" phonograph is one reason the Franklin has become one of the fastest growing Phonograph lines.

Don't delay, order samples at once.

We can still guarantee delivery before Christmas on all orders accepted by us.

The Franklin

is different.



FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

PHILADELPHIA, PA.

10th & Columbia Ave.

Emerson Records

"WASHINGTON TIME!"

FOLKS in Washington, D. C., are not so busy but that they find time to listen to the new Emerson hits.

At least, Washington shipments are getting bigger and bigger right along. Pretty good evidence that *Washington* time keeps time with *Emerson* time in the matter of popular music.

We carry full stocks of current Emerson releases. And the rule is: *Fill orders the same day they are received.*

Perhaps you are not an Emerson dealer, but have thought you would like to be one. If so our proposition will interest you. Write us today.



Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 64)

Usher, of the Emerson Co., was recently here assisting Mr. Fox in the exploiting of the records. Mr. Fox was married in New York on August 24 to Miss Dolly Saunders of that city.

Optimistic Regarding Outlook

Walter Eckhardt, the leading Pathé jobber and retailer of this city, is very optimistic regarding the future of the Pathé in this territory. He states that in August his business was wonderfully good and considerably ahead of last year in a wholesale way. Mr. Eckhardt has felt a machine shortage, but in consequence

he pulled out big on records and succeeded. The orders the firm have already booked give them sufficient business ahead to make the coming six months phenomenal months in the talking machine business in this city and vicinity for the Pathé. They are not looking for much new business at present, for the dealers they already have on their list will keep them hustling for stock for some time to come. H. A. Pope, of the Pathé force, spent his vacation at Manasquan, N. J., and C. S. Tay, the assistant manager, spent his two weeks at At-

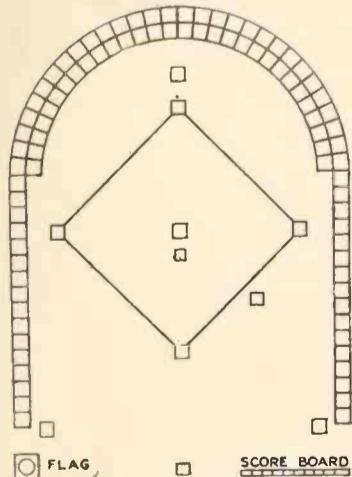
lantic City and C. W. Flood was at the same resort.

Returns From Enjoyable Vacation

Herbert M. Blake, the big Edison dealer at Eleventh and Walnut streets, has just returned from a vacation, part of which he spent with his brother at Baltimore. Mr. Blake says his August business was considerably better than last year. He has been getting in very large stocks of the Edison, Cheney and Columbia and is about to begin a heavy advertising campaign to be continued throughout September.



SUGGESTED WINDOW DISPLAY OF THE PLASTER MINIATURE VICTOR DOG



A base ball game between two Victor dog teams, the Red and the Blue. Red and blue ribbons tied in a neat bow-knot around necks of dogs on contending teams. Arrange dogs as spectators in grand stand and bleachers and players in field. Have flag on pole. Use green material or dyed sawdust to represent grass. Use sand between bases, at home plate and pitcher's box. A gross of dogs will make a tip-top display.

We will cast your name in the pedestal on which the dog rests, when 500 or more dogs are ordered, at no extra cost.

Write to our distributors or to us direct for prices. Specify Penn Victor dogs.



DISTRIBUTORS:
Talking Machine Co., Birmingham, Ala.
Oliver Ditson Co., Boston, Mass.
The M. Steinert & Sons Co., Boston, Mass.
The Eclipse Musical Co., Cleveland, O.
Wm. H. Reynolds, Mobile, Ala.
Walter S. Gray, Chronicle Bldg.,
San Francisco.
Knight-Campbell Music Co., Denver, Colo.
Philip Werlein, Ltd., New Orleans, La.
Robt. C. Rogers Co., Washington, D. C.
Cressey & Allen, Portland, Me.

PENN PHONOGRAPH COMPANY

913 ARCH STREET, PHILADELPHIA, PA.

Victor Distributor

Wholesale Only

*The
Sommerhof
Company Inc.
of
Erie, Pa.*

ANNOUNCE to good dealers and distributors that they will be ready to arrange for protected distributing rights for the SOMMERHOF PHONO-GRAPH.

This will be the opportunity of a lifetime for those who want to handle a COMPETITION PROOF machine.

The SOMMERHOF marks an epoch in phonographs. It is built as a phonograph should be built—correct in design, faultless in finish and mechanically accurate.

And there are no screens to fade or stain, no dusty scroll work, no projecting doors or shutters and the horn is concealed at all times.

The SOMMERHOF controls the tone from the front: the scientific way that eliminates the blasty or choking noise.

The SOMMERHOF gives perfect dispersion of sound that is pleasing and delightful in effect.

The SOMMERHOF blends and reinforces the tones of the amplifier and the resultant tone is absolutely smooth and uniform.

A machine that will sell on sight and make it hard to sell the other types to the man who has seen the SOMMERHOF.

All the great features of the SOMMERHOF are right before you and require no proof but inspection and every demonstration is a sale.

Arrange at once for a demonstration and territory rights.

THE TALKER AS AN EYE-OPENER

Music Taking the Place of the Proverbial Morning Glass for the Tired Business Man

This is a story of eye-openers. Not the sensational startling events which shock and drive our subconsciousness into wide-awake activity, but the honest-to-goodness little bit of sunshine known to us all as one of life's necessities on the sunrise following the night before. All of which is merely to say that since the matutinal cup is fast becoming a thing of the past a substitute has, of necessity, been invented, or rather adapted, to fill in the alcoholic gap which comes between sunrise and breakfast. Into this gap the talking machine has come and is doing its bit in many a home and bachelor domicile. The alarm clock is attached by an ingenious device to the talking machine and when the inevitable hour comes the tired business man is awakened by the sweet strains of music. What could be more desirable? And even the most persistent sleeper will be gently aroused by this process for, as you will remember, Orpheus awoke even the very stones themselves by his songs. Business houses are advocating talking machines for their tardy workmen, realizing the fact that music is a great aid to industry. Everywhere music is taking the place of many things and is proving its worth daily.

DOING WELL WITH THE COLUMBIA

Henry B. Pye & Co. Enjoying an Excellent Trade in Grafonolas and Records

Henry B. Pye & Co., Inc., 2918 Third avenue, New York, who conduct a substantial talking machine department in connection with their furniture business, are finding a strong demand for Columbia Grafonolas and records, which they feature strongly, as well as for the Pathé line. Charles M. Dressner, formerly assistant manager of the Chambers Music Co., New York, has recently taken charge of the Pye & Co. department.

APPOINTED EDUCATIONAL DIRECTOR

It was recently announced by Landay Bros., Inc., Victor jobbers and retailers, that Franklin G. Dunham, formerly of the educational department of the Victor Talking Machine Co., has been appointed Educational Director of the Landay chain of stores. His headquarters are now at 23 West Forty-second street, New York. Branson M. DeCou, who was director formerly, is now the manager of the Landay Bros. Newark, N. J., store.

ADVISES USE OF MAPS IN ADS

Discussing advertising plans in System, George Beaty says:

"I would insert a map in all of my advertising to show my location. I would then show how much time it took to come to my store from certain corners within a radius of perhaps two miles. And I'd be scrupulously careful that I didn't 'hunch' by underestimating the time."

"Very often when people were not sure whether they could get to my place in a required length of time, such as a noon hour, my map would be at hand to show exactly how much time it would take. And with customers coming from all around—I would of course offer bargain attractions—I feel that my sales would increase noticeably."

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES

K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks
Line permanently shown by Eph. Feig, 33 E. 20th St., New York, N.Y.

TALKERS AID ADVERTISING

Public Familiarity With Talking Machines Used by Colgate & Co.'s Advertising

The fact that the talking machine has become a household instrument with which everyone is thoroughly familiar has been used by Colgate & Co. in some of their recent advertising. In advertising their new refill shaving stick Colgate & Co. explained its simplicity of operation by saying that putting a new stick in the holder was "like putting a new needle in a phonograph." At the side of the ad was a small illustration showing the method of inserting a new needle and the point sought by the advertising text was brought home at once.

PHONO CARD CO. INCORPORATED

The Phono Card Co. has been incorporated in New York to manufacture phonographs, records and moving picture films with a capital of \$50,000. The incorporators are J. A. Larkin, L. Cadien and F. V. Van der Ragle, 681 Fifth avenue.

Jobbers and Dealers

ATTENTION

This is the logical time to place your order for such of the F. C. Kent Company's Products as you will require for the Fall Rush. Order now to insure prompt service. Everything guaranteed. Money back if not satisfied. See list below.

The Kent Master Adapter (which includes Type S sound box) to play any make of disc record on the Edison Disc Phonograph.

The Kent Attachment No. 1 (arm only or fitted with either Type S or Type B sound box) to play lateral cut records on the Edison Disc Phonograph.

The Kent Universal Attachment No. 1 (arm only or fitted with either Type S or Type B sound box) to play both lateral cut and hill and dale cut records on the Edison Disc Phonograph.

The Kent Attachment No. 3-C (arm only) to play hill and dale cut records on the Columbia machine.

The Kent Attachment No. 3-V (arm only) to play hill and dale cut records on the Victrola.

The Kent Attachment No. 5-V (arm only) to play both hill and dale and lateral cut records on the Victrola.

Type B sound box (diaphragm of pure Brazilian mica 1-31/32 inches in diameter).

Type S sound box (diaphragm of pure Brazilian mica 2-1/16 inches in diameter).

Pathé Sapphire Balls—Edison Sapphire Points—Edison Diamond Points

Price list and special literature upon request.



Registered in U. S. Pat. Office

F. C. KENT COMPANY

Manufacturers of Phonograph Accessories

Mulberry and Chestnut Sts.

Newark, N. J.

U. S. A.



MEISSELBACH

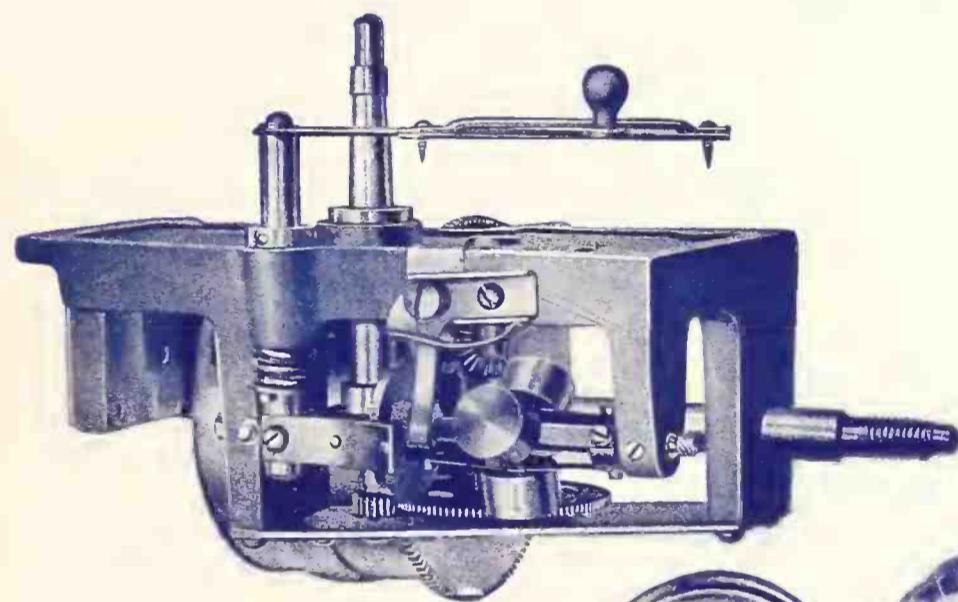


The Winning Combination

Meisselbach Motor No. 16

Meisselbach
TELESCOPE TONE ARM No. 297

For High-Class Phonographs



Double Spring
Meisselbach
Motor No. 16



The new Meisselbach Telescope Tone Arm No. 297 is the newest invention from the great Meisselbach factories. It is without doubt the finest tone-arm on the market, and is designed for high-class phonographs exclusively.

Otto Heineman
President

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: ELYRIA, OHIO. NEWARK, N. J., PUTNAM, CONN.
SPRINGFIELD, MASS.

BRANCHES:

CHICAGO

SAN FRANCISCO

TORONTO, CAN.



Iowa Victor Dealers Hold Third Annual Convention in Des Moines

DES MOINES, Iowa, September 6.—Victor dealers from all parts of the State journeyed to Des Moines on August 26 to attend the Third Annual Iowa Victor Dealers' Convention. Due to the fact that no meeting was held last year on account of the war this important meeting caused an unusually large attendance, well over one hundred being present.

The dealers convened for the morning session in the assembly hall of Mickel Bros. Co., which was convention headquarters. A short address by W. H. Stokes, retiring president, introduced Ralph Faxton, president of the Des Moines Chamber of Commerce. Mr. Faxton in welcoming the association to Des Moines told them how the city itself welcomed the firm

of Mickel Bros., as the reputation of this concern had been known to Des Moines long before the company opened its establishment in the city. He also touched on the fact that he believed that salesmanship should always be discussed and furthered at any convention of business men.

Immediately after Mr. Faxton's address, Edward Lyman Bill, of The Talking Machine World, was called upon to speak on "The Future." He expressed his idea that the talking machine industry would go forward with tremendous strides within the next few years, giving as a reason for his optimism that the talking machine has, in the last two decades, left stores as a secondary line and has advanced from the status of a side line to a point where it can support exclusive retail establishments of the highest type.

A representative of Mickel Bros. gave a short but impressive lecture on the repair of talking machine motors, giving accurate information on the governor, sound box and the mainspring.

H. R. Meirick, of the Unit Construction Co., spoke on the advantage of the Unico booths, bringing out the fact that if a change in location or an enlargement of installation was necessary it could be easily accomplished, as the Unico method of manufacture allows for interchanging of parts.

After this discourse, George E. Mickel, general manager of Mickel Bros., gave an address on "Why Victor Departments Required Specially Trained Sales Persons." He demonstrated that it is very essential in any special line that the salesman be trained for that specific line. He illustrated how the National Cash Register Co. gave classes in salesmanship before sending their salesmen on the road, and how at the present time the Victor Talking Machine Co. was offering courses in salesmanship to representatives of any Victor dealers. In closing he said that while realizing that Iowa is a long distance from Camden, he also realized the great importance of specially trained Victor salesmen, and therefore offered free of charge a course in salesmanship to be conducted by Miss Mae Jardine, who has not only taken a course in salesmanship through the Victor Co., but has also been employed by that company in their educational department. The conventioneers expressed most enthusiastically their appreciation of Mr. Mickel's offer.

P. W. Simon, of Uniontown, Pa., was then introduced by Mr. Mickel, and offered to help the dealers secure the appearance of several of the leading Victor artists in their home towns if the dealers would co-operate with him. The sale of tickets would pay for the artists' expenses, while the artist would bring publicity to Victor records and thereby increase their sales. Such artists as Henry Burr, Albert Campbell, Fred. Van Eps and Billy Murray were among those included.

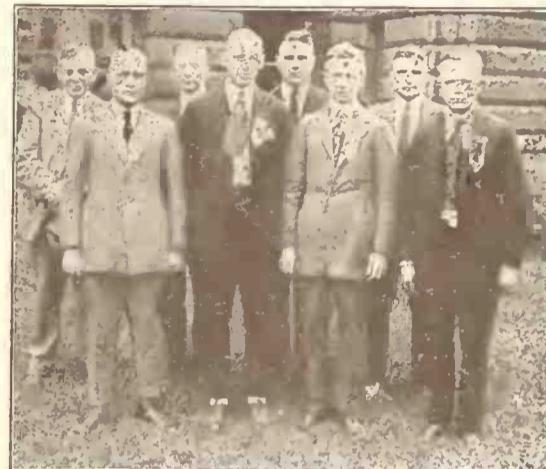
A revelation to those present was Professor C. A. Fullerton's talk on the value of the Victrola in public schools. Professor Fullerton, who is the head of the musical department of the State Teachers' College of Iowa, through practical demonstration before his audience, showed what an important role the talking machine plays in the teaching of music. He began with the simplest form of baby music in order to teach the pupils rhythm. From this he taught them to sing a few of the simplest phrases in lullaby music, and then gradually allowed them to learn the entire song. Progress to music of a more complicated nature was only a simple and logical step. Throughout his lecture he used members of the audience to illustrate and prove his theory.

After Professor Fullerton's talk the morning session closed and a luncheon, given by Mickel Bros. at the Randolph Hotel followed.

When at one-thirty the afternoon session began the ladies were invited to be the guests of Mickel Bros. at the new Des Moines million dollar theatre to see a first run picture. Most of the ladies accepted Mr. Mickel's invitation, and were motored to the theatre, where they enjoyed not only the movies, but also delicious refreshments. During the intermission the spotlight was thrown on a Victrola which stood to the left of the screen, which played John McCormack's record "When You Look in the Heart of a Rose." The orchestra played the music at the same time and the combined effect was not only novel but unusually effective.

The afternoon session was devoted to talks by the dealers. These talks were free and open discussions and were directed to Ernest

John, advertising manager of the Victor Co., who attended the session. R. B. Townsend, of Davison Bros., Des Moines; L. R. Spencer, of Harmony Hall, Iowa City, and Joe Britt, of the Crary Hardware Co., Boone, Ia., all offered suggestions for the increasing of business. They advanced the theory that showing the motor, asking the prospective customer to examine the cabinet work and also showing the prospect the large catalogue of records which were



The New Officers and Committee

From left to right—T. D. McGregor, H. B. Sixsmith, secretary, I. N. Donahue, Joseph Britt, W. H. Stoaks, R. B. Townsend, vice-president; M. H. Boesch and L. R. Spencer, treasurer.

obtainable would tend to increase business. M. H. Boesch, of John Boesch Co., Burlington; T. D. McGregor, of McGregor Bros. & Coen, Creston; Jim Donahue, of Donahue & Donahue, Fort Dodge, and M. L. Soukup, Decorah, also advanced very good ideas on the marketing of machines; the latter of the three expressing a desire to see the Victor Co. manufacturing more Norwegian and Hungarian records. C. F. Tucker, of the Tucker Furniture & Carpet Co., Clinton; Axel Nelson, of the Tri City Piano Co., Moline, Ill.; Harry Duncan, of the Duncan Shell Co., Keokuk; Carl Dahlen, Arnold Jewelry & Music Co., Ottumwa; C. D. Wade, Wade & Bonfield, Fairfield, and Glenn Port, Vinton, also gave helpful hints to their brother members.

(Continued on page 69)

Room No. 321

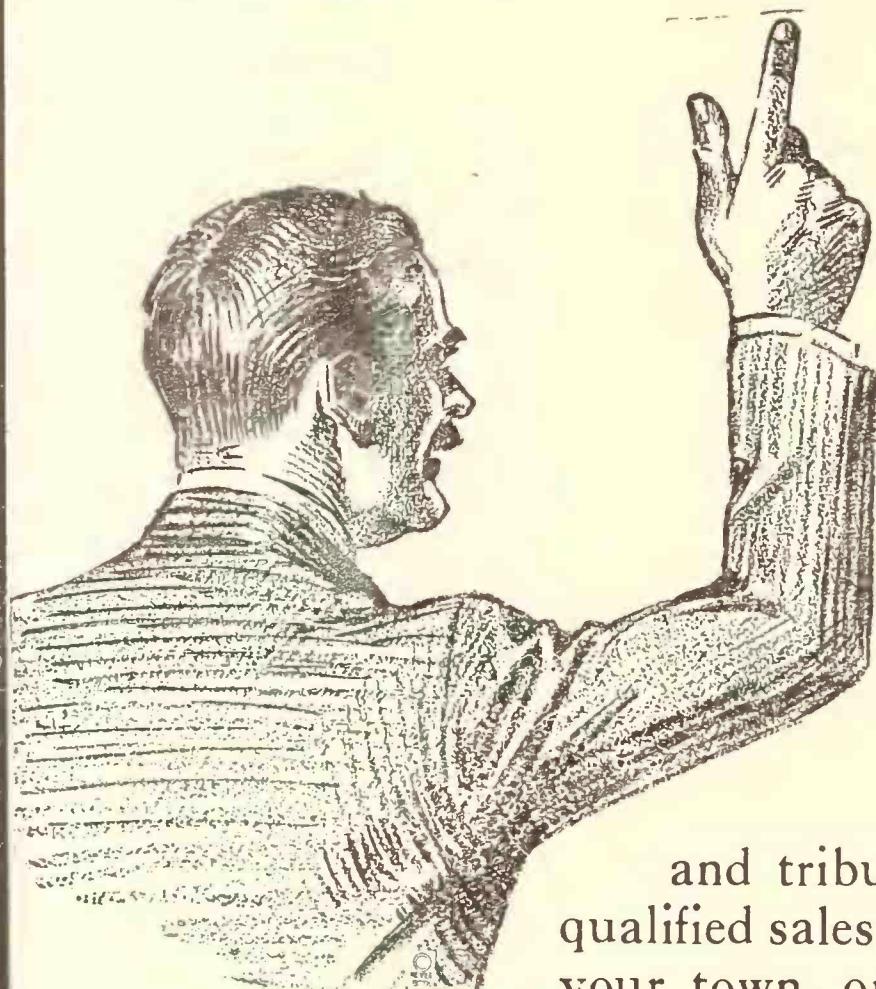
New York City

130 Fulton Street

Phone, 2812 Cortlandt

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

"Mickel Service!"



Sell *TO* the Dealer, Cooperate
WITH the Dealer and think
FOR the Dealer.

That's the "Mickel Idea" and you wouldn't dare doubt its success after once you've looked over the *TWO* Mickel Victor Distributing establishments—One at Omaha—One at Des Moines.

Mickels cover Nebraska, Iowa, and tributary territory regularly, with well qualified salesmen, but, if the representatives miss your town, or don't get there often enough, it takes only a letter to put you in touch with

"Mickel's Well Organized Service" On Victrolas, Victor Records

*Victor Supplies, Victor Accessories, and
everything necessary to smoothly conduct
an aggressive "Victor" Agency*

Mickel Bros. Co.

Victor Distributors

Omaha
Nebraska

Des Moines
Iowa



Ernest John, advertising manager of the Victor Talking Machine Co., was then called upon, and said that he was greatly impressed by the talks of the different dealers, and hoped to be able to show them ways out of their difficulties and ideas to increase their business. He first helped those dealers who had specific cases which they wished explained, and he then touched on Victor production. His statement that the company was increasing its output each week was accepted by the dealers most enthusiastically. He advanced many helpful hints for the selling of Red Seal Records, and impressed upon those present the importance of sending a representative to Camden in order to enroll in the salesmanship courses. He spoke of the value of advertising and said: "Advertising is not a chance proposition, it is as positive as a chemical equation." The fact that Mr. John has not only advanced his theories on advertising and the sale of Red Seal Records, but he has also practiced them, is a logical proof of the sound reasoning back of his arguments.

In closing Mr. John read a telegram which he received that morning from R. L. Freeman, secretary of the Victor Talking Machine Co., in which he expressed his personal greetings to the Iowa dealers and his desire to co-operate with them fully, and further stated that the future looked bright and prosperous.

A telegram was sent in reply with the unanimous approval of the association to Mr. Freeman expressing the fidelity of the dealers to the Victor line, and stating that the news concerning the plans for increased production of Victor goods was a source of encouragement to every dealer present.

The election of officers was then held with the following results: President, Joseph Britt, of the Crary Hardware Co., Boone, Ia.; vice-president, R. B. Townsend, of Davison Bros., Des Moines; secretary, H. B. Sixsmith, Mickel Bros. Co., and treasurer, L. R. Spencer, of Harmony Hall, Iowa City. Executive Committee—I. M. Donahoe, of Donahoe & Donahoe, Ft. Dodge; W. H. Stoaks, of Grinnell; F. H. Walter, of George A. Mullin & Co., Cedar Rapids, and M. H. Boesch, John Boesch Co., Burlington, and C. D. McGregor, Creston.

Promptly at six-thirty the conventioners reassembled at the new Des Moines Hotel at a banquet and dance given by Mickel Bros. This banquet, which was held in the grand ballroom of the hotel, proved to be a most enjoyable affair. The table was set in the shape of a V, and at the base of the V sat the newly elected president, Joseph Britt, and his wife, Ernest John and George E. Mickel. While the banquet progressed the hotel orchestra played many of

the latest popular airs. After the banquet the newly elected president, Mr. Mickel and Mr. John each gave short after-dinner speeches. When the speaking was finished the floor was cleared and dancing ensued, and it was not until the wee hours of the morning that the crowd finally dispersed with many expressions of appreciation to George E. Mickel for his kindness and entertainment.

Among those present at the convention were: C. E. McLeran, Mt. Pleasant; Mr. and Mrs. H. Cobb and Grace Travis, of Mickel Furniture Co., Marshalltown; Harry Clarke, Anamosa; M. J. Soukup, Decorah; Ralph Lohr, Lohr & Bristol, Muscatine; L. R. Spencer, Harmony Hall, Iowa City; G. E. Lofgren, Mediapolis; O. A. Lofgren, Winfield; C. A. Lofgren, Wapello; Mark Duncan, Albia; G. A. and R. S. Port, Vinton; C. B. and G. H. Johnston, of Johnston & Son, Lisbon; C. R. Indra, of Smallpage & Indra, Eagle Grove; H. I. Robinson, Fayette; R. L. Theden, Theden's Pharmacy, Tama; Mr. and Mrs. P. K. McKee, Indianola; Mr. and Mrs. G. W. Dudgeon, Ames; Mr. and Mrs. Fred Nolte, Stuart; A. Bernstein, of Standard Furniture Co., Centerville; J. L. Watters, of Watters Drug Co., Cedar Falls; Mr. and Mrs. R. S. Baas, Baas Music Shop, Rock Island, E. C. Mittvalsky, Cedar Rapids; A. C. Amundson, Radcliffe; L. H. Hockspeier, New Hampton; C. F. Tucker, Tucker Furniture & Carpet Co., Clinton; W. C. Ladage, Ladage Drug Co., Grundy Center; R. B. Townsend, Davidson Co., Waterloo; Mrs. Nichol and Ava Wallace, of Fannie A. Nichol, Mt. Ayr; C. B. Ireland, Ireland Music Co., Independence; C. E. Cook, Cook & Lindholm, Ogden; Mr. and Mrs. F. S. Stewart, Leon; J. J. Donnelly, J. C. Baxter Piano Co., Davenport; Miss Hancock, of S. Davidson Bros., Des Moines; Messrs. Chase & West, of Chase & West, Des Moines; M. H. Boesch and Walter Stone, of John Boesch Co., Burlington; R. B. Berry and Miss Heppe, of Iowa Mercantile, Newton; Harry Duncan, of Duncan-Schell Co., Keokuk; Mr. and Mrs. J. C. Luegering, Ft. Madison; Mr. and Mrs. J. B. Heinrich, of Heinrich Drug Co., Osceola; Fred Edgar, Eldora; E. L. Maffitt, of Maffitt-Graham-Geo. Lofgren, Ockville; Mr. and Mrs. W. J. Nelson, of W. L. Nelson & Son, Cherokee; A. E. Glazier, Fort Madison; W. F. Mason, Hedrick; Mr. and Mrs. Jay McNamara, of J. J. McNamara & Son, Washington; Mr. and Mrs. C. D. McGregor and Ethel Campbell, of McGregor Bros. & Coen, Creston; Mr. and Mrs. B. F. Osborn, Osborn's Pharmacy, Knoxville; John and Dorothy Murray, of Murray Co., Davenport; Edw. Luckiesh, of Staack & Luckiesh, Maquoketa; Mr. and Mrs. D. W. Jennings, of C. C. Brugmann, Rock Rapids; Mr. and Mrs. H. Hiltbrunner, Emerson & Hiltbrunner, Tipton; Mr. and Mrs. Earl Combes, Combes & Clouse, Chariton; Mr. and Mrs. C. D. Wade, of Wade & Bonfield, Fairfield; Mrs. Jessie Vance, Vance Music Co., Mason City; W. H. Stoakes, Grinnell; M. Paardekoppi, of F. D. Stubenrauch, Pella; Jim Donahue, of Donahue & Donahue, Fort Dodge; C. E. Bonberger, Dallas Center; H. A. Tidrick, Winterset; Mr. and Mrs. Joseph Britt, of Crary Hardware Co., and Mrs. Anderson, Boone; Mr. and Mrs. Chas. Lyon, Corydon; Arvid E. Nelson, Tri-City Piano Co., Davenport; Axel E. Nelson, Tri-City Piano Co., Moline, Ill.; F. R. Swan, of Swan Drug, Madrid; F. H. Whitney, Cumberland; Carl Dahlen, Arnold Jewelry & Music Co., Ottumwa; F. E. Foster and W. C. Winans, Foster Furniture Co., Webster City; Mr. and Mrs. B. A. Guise, Grand Junction; J. Williams, Etna Drug Co., Roland; Jack Peacock, Peacock & Baxter, Atlantic; Ed. Stroebel, of Stroebel Mus' Co., Waterloo; R. A. Anderson, Anderson Music Co., Charles City; H. S. Jones, Spencer Phono. Co., Spencer; J. G. Lewis, Manchester; L. A. Holliday and Miss Morgan, of Haddorff Music Co., Des Moines; The Leader, St. Joseph, Mo.; O. F. Strombeck, Strombeck Drug Co., Maxwell, Ia.; D. J. Short, Greenfield and E. L. Bill, of The Talking Machine World, New York City.

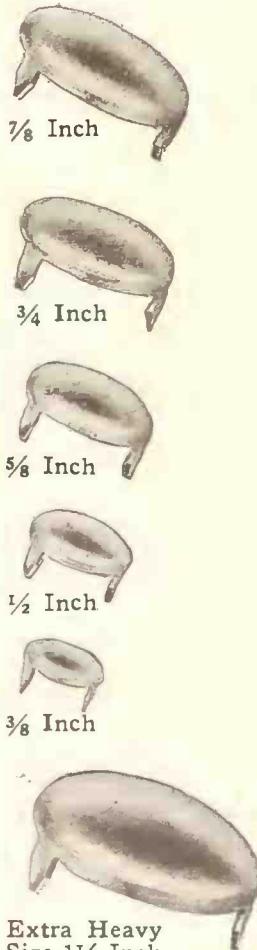


Delegates at the Convention of the Iowa Victor Dealers' Association, Des Moines, Ia., August 26, 1919.

Three Vital Reasons for Domes of Silence



SIX SIZES

Extra Heavy
Size-1 1/8 Inch

This is how you can get full benefit from our advertising in the big national magazines. Labels like this furnished at no charge, ready to paste on furniture equipped with Domes of Silence. Tell your supply jobber how many you can use.

1

They Save Money

cost less than old-fashioned casters and give a plus value to your furniture—especially so since the public is demanding Domes of Silence because of our advertising in the biggest national magazines.

2

Beauty of Line

and design are fully expressed—your furniture is not raised on "stilts."

3

Save Floors—Save Rugs

Their easygliding means no scratched floors—no torn rugs—even heaviest pieces are easy to move—insuring comfort and satisfaction.

So it is not a question of whether you should use Domes of Silence—but what quantities do you need for immediate use? See your supply jobber today.

Henry W. Peabody & Co.

17 State Street

New York City

Nebraska Victor Dealers Hold Successful Convention in Omaha

OMAHA, NEB., August 28.—The annual convention of the Nebraska Victor Dealers' Association was held in this city to-day, the delegates, to the number of two hundred or more, making their headquarters at the Rome Hotel and holding their sessions in the auditorium of that hostelry.

Dwell on Value of Associations

A short opening address by Charles L. Gaston, president of the association, introduced Mayor Smith, of Omaha. Mayor Smith, in his address of welcome, touched on the value of a convention to members of an association, in

of the talking machine. Beginning with simple children's songs, they are taught rhythm by clapping and marking on the blackboard the time of the music played. They are then taught to sing softly the simple parts of the piece. In singing softly they keep in tune with the record and also develop a softer and finer note in their voices. From lullaby music to that of a more complex nature is only a logical development.

George Beaver, who is an expert repair man, completed the morning program by impart-

Rome Hotel the women were asked to be the guests of the Nebraska jobbers at a theatre party. Those who accepted were motored to the Empress Theatre, where they saw a specially arranged vaudeville and moving picture program.

Interesting Talks by Dealers

The talks by different dealers of the Association opened the afternoon session with unusual interest.

C. L. Dudley, of the Dudley Music Co., Fremont, Neb., gave an interesting talk on the



Some of Those Who Attended the Convention of the Nebraska Victor Dealers' Association, Omaha, Neb., August 28, 1919
that an exchange of ideas could be enjoyed. He then gave an interesting discussion of Omaha as one of the leading progressive cities of the West.

The chairman then called on Edward Lyman Bill, of the Talking Machine World, who spoke on the benefits of Associations. He touched on the exchange of ideas, the better relationship and the more prosperous and cleaner business, which are the results attained by such organizations.

George E. Mickel's Timely Talk

An extremely interesting address on the value of having specially trained salespeople and special equipment in Victor departments was given by George E. Mickel, of the Mickel Bros. Co., Omaha. He spoke on the value of such a sales force, in order that the goods on hand might be disposed of, as it is only one who truly knows the Victor line and who is able to talk conclusively and correctly on different Red Seal records who can accomplish this to the best advantage. He also stated that he believed a specially and neatly equipped department had an excellent psychological effect on anyone who entered to buy talking machines or records.

H. R. Meirick, of the Unit Construction Co., followed Mr. Mickel, and gave an interesting talk on Unico booths. The advantages in having booths made sectionally, in order that they might permit of rearranging or enlargement, was the main feature of his remarks. He also impressed upon the dealers the advantage gained in having neat, light, airy booths.

Tells of Value of Victor in the Schools

Professor C. A. Fullerton's address on the value of the Victrola in public schools was most instructive and gave a new light on the sale of talking machines to educational institutions. Professor Fullerton, who is of the Iowa State Teachers College, said that for the greater part of the school months he spends his week-ends in the rural schools, impressing them with the value that the talking machine plays in the education of the child in music. These children of the rural districts, who have little or no idea of rhythm or of tune, are readily taught by means

of the talking machine. Beginning with simple children's songs, they are taught rhythm by clapping and marking on the blackboard the time of the music played. They are then taught to sing softly the simple parts of the piece. In singing softly they keep in tune with the record and also develop a softer and finer note in their voices. From lullaby music to that of a more complex nature is only a logical development.

Visitors Handsomely Entertained

The members of the Association were the guests of the Nebraska Victor jobbers, namely, Mickel Bros. Co. and A. Hospe Co., of Omaha, and Ross P. Curtice, of Lincoln, at a luncheon at the Commercial Club. The luncheon, being a most informal affair, gave those a leisure moment to chat with one another—an opportunity to talk over old times.

When the afternoon session reopened at the

popularity of the Victrola in his territory, but bewailed the fact that he did not have more goods. Ed. O. Jones, of the Gaston Music Co., Grand Island; H. S. Thorpe, of the Huse Publishing Co., Norfolk; Page Hilsabeck, of the Hilsabeck Piano Co., Holdrege; Fred Schamp, of Davidson Bros. Co., Sioux City, Ia.; and W. M. Robinson, of the National Music Supply Co., Omaha; all dwelt upon topics of vital interest to dealers and brought out many new ideas on sales promotion and the value of good

(Continued on page 73)

THE HOUSE OF HOSPE FOR VICTOR DEALERS "Out Where the West Begins"

FASTEST SERVICE TO OUR RETAILERS
VICTOR

Location—Organization—Stock
Have You Tried Us?

A. HOSPE CO. 1614 Izard St.
OMAHA, NEBR.

The Mandel Stands Every Test

Quality endures. And the MANDEL emerges triumphant from every test imposed by men who know talking machine values. More than 3500 dealers are selling MANDEL Phonographs. This is overwhelming proof that MANDEL machines satisfy.

Model No. 3

It has been acclaimed by dealers and consumers the most exceptional talking machine value existing to-day. The massive proportions of the cabinet, the beautifully grained wood, and the efficiency of the mechanical equipment, are sufficient reasons for its popularity.

Model No. 3 comes in Mahogany, Golden Oak or Fumed Oak finishes. It stands 50 inches high by 24 inches in depth and 23 inches in width.

Its equipment consists of a powerful double spring worm-driven motor, which plays more than four ten-inch records with one winding; it has a twelve-inch heavy cast-iron turn table, covered with beautiful silk plush; the interior contains a felt-padded indexed record compartment for filing fifty records, in addition to two shelves for record albums.

This model has many other attractive features, such as three built-in needle cups, removable motor board and automatic cover support, adjusted to open the cover at any angle.

Send For Our New Art Portfolio—Today!

We have just published an art portfolio illustrating the most popular numbers of the MANDEL line. Write to-day for a copy, together with our Confidential Proposition to Phonograph Dealers.



Mandel Mfg Co., Inc.
501-511 S. Laflin St.
CHICAGO, :: ILL.

CONVENTION OF NEBRASKA VICTOR DEALERS—(Continued from page 71)

window displays and proper retail advertising, and also of interesting customers in Red Seal records.

Selling Aids From Concerts

The chairman then called on T. W. Simon, of Uniontown, Pa., who is traveling in behalf of the "eight famous Victor artists." Mr. Simon put forth a very interesting proposition to the dealers whereby they could obtain the services of such men as Henry Burr, Albert Campbell, Billy Murray, Fred Van Eps, Monroe Silver and others, who are at present recording some of the most popular Victor records. The list includes those composing the Sterling Trio and Peerless Quartet. Through the co-operation of the dealer in securing an auditorium and promoting sales of the tickets these stars could be secured for practically any city. While the actors received their compensation from the



New Officers Nebraska Victor Dealers' Ass'n
Left to Right: W. M. Robinson and C. L. Gaston, Executive Committee; J. E. Gaskill, Vice-President; C. L. Dudley, President; C. R. Moores, Executive Committee; Hugo G. Heyn, Secretary; F. C. Jones, Treasurer, and E. L. Baugh, Executive Committee.

returns from the tickets, the dealers receive an increased business due to the great interest which would be aroused for the records recorded by these artists.

Ernest John's Helpful Address

Ernest John, advertising manager of the Victor Talking Machine Co., was then called upon by the chairman. His talk was most informal, as he sought to help individual dealers in their specific troubles. He advised that the sales force be well versed in the Red Seal catalog, in order to be able to supply a record suitable to the demands of a customer. He pointed out that if a customer demanded a record by a certain composer it was not always most advisable, in the event that the particular record was not in stock, to offer one by the same artist; but that it would probably be better to offer a record of a similar nature by some other artist. He made known the new school which the Victor Company is opening at Camden, in order to educate salespeople on Victor records. This sales course, he said, was not a theoretical course, as the ideas had been tried out and found extremely successful in different music stores throughout the East. He also mentioned the importance of advertising in the newspapers. In closing, Mr. John read the following telegram which he received from Ralph L. Freeman, secretary of the Victor Co.:

"Will you please convey the company's and my personal greetings to the Nebraska dealers now assembled in convention. Tell them that our policy will be to continue to give their needs first consideration, that we realize fully the mutuality of our interests and that we can see through the rising haze of difficulties created by the war a long period of wonderful business under conditions that must make glad the heart of every merchant handling our line."

Election of Officers

The election of officers was then held, and the following were unanimously elected: C. L. Dudley, Dudley Music Co., Fremont, president; J. E. Gaskill, Gaskill Music House, Nebraska City, vice-president; F. C. Jones, Jones Music Co., Wayne, treasurer; and Hugo Heyn, Mickel Bros. Co., Omaha, secretary. The following committee was also elected: W. M. Robinson, National Music Co., Omaha; Page Hilsabeck,

Hilsabeck Piano Co., Holdrege; Chas. Gaston, Gaston Music Co., Hastings; C. R. Moores, Ross P. Curtice Co., Lincoln; and E. L. Baugh, A. Hospe Co., Omaha.

Telegram Sent to the Victor Co.

One of the members of the Association then read the following telegram which was sent to R. L. Freeman with the unanimous approval of the Association:

"Nebraska Victor Dealers' Association assembled in Omaha to-day unanimously adopt following resolution: Whereas Victor Co. has been handicapped in their production during the great war through which our country has just passed and as we Victor dealers have suffered a tremendous financial loss in the sales of Victor machines and Victor records, resolved that we, the Nebraska Victor Dealers, are still continuing to hold the trenches ready to take up territory that has been given over to the enemy as soon as Victrolas and Victor records are forthcoming, and we wish to express to you our unwavering loyalty to the Victor line."

(Signed) Nebraska Victor Dealers' Association.
The convention was then adjourned.

Banquet and Dance in Evening

The evening found the conventioners reassembled at the Rome Hotel for a banquet and dance given by the Nebraska distributors. The newly elected president gave a short after-dinner speech, as did one or two others. Well filled by a royally good banquet, the conventioners were induced by the moans of one of the jazziest bands in the State to dancing, and it was not until the clock showed a new day had arrived that the dancers finally left.

Those who attended the convention were Page Hilsabeck, Hilsabeck Piano Co., Holdrege, Neb.; Chas. Gaston, Gaston Music Co., Hastings, Neb.; K. J. Nelson, K. J. Nelson, Cherokee, Neb.; Louis Bellaire, Louis Bellaire, Le Mars, Ia.; John Flynn, John Flynn, Spaulding, Neb.; Fred Schamp and A. Condron, Davidson Bros. Co., Sioux City, Ia.; Mr. Humphreville, Humphreville & Boman, Clarinda, Ia.; G. W. Adams, Tabor Drug Co., Tabor, Ia.; F. Anshutz, F. Anshutz, Shenandoah, Ia.; S. E. Kemp and Miss Kemp, Bee Hive, Blair, Neb.; H. P. Sutton, H. P. Sutton, McCook, Neb.; O. T. Thorson and Mrs. O. T. Thorson, Anderson & Thorson, Wahoo, Neb.; J. E. Laycock and Edward Schuett, Orchard & Wilhelm Co., Omaha, Neb.; Estelle Wallace, Carl Hoffman, Leavenworth, Kan.; George Tout and Mrs. George Tout, Tout & Detrick, York, Neb.; George Sheehan, Burgess Nash Co., Omaha, Neb.; Joseph Pavlik, Koutsky & Pavlik, Omaha, Neb.; H. S. Thorpe and Mrs. H. S. Thorpe, Huse Pub. Co., Norfolk, Neb.; H. H. Barth and Norman Walt, Walt Music Co., Lincoln, Neb.; Miss H. Cook, P. W. Folsom, Mrs. P. W. Folsom, Gladys Folsom and Miss Revis, P. W. Folsom, Ashland, Neb.; Miss M. Nevitte, Hardy Furniture Co., Lincoln, Neb.; E. Kidd, Kidd Mercantile Co., Riverton, Ia.; Paul J. Albright, Paul J. Albright, David City, Neb.; Mr. Sceva, Rhodes Bros., Tacoma, Wash.; I. X. Lenocker, I. X. Lenocker, Oakland, Neb.; G. T. Ray and Mrs. G. T. Ray, G. T. Ray, Osceola, Neb.; Harry A. Martin, Harry A. Martin, Lyons, Neb.; Edward O. Jones, Maybelle Jones, Bertrand Jones and Claire Roth, Gaston Music Co., Grand Island, Neb.; Mr. Seaman, Seaman & Lockhard, Broken Bow, Neb.; Mark G. Howard, Mark G. Howard, Gordon, Neb.; E. H. Pretz, Grace Cozzins, Mrs. E. Robinson, Austin Topping, W. H. Griffiths and Mrs. J. Beams, Brandeis Stores, Omaha, Neb.; A. L. Mickel, Mrs. A. L. Mickel, Harry Peters, A. Bengston and Marie Mahoney, A. L. Mickel Co., Council Bluffs, Ia.; J. W. Beard, Beard Music Co., Beatrice, Neb.; Don C. Weber, Don C. Weber, Arlington, Neb.; G. C. Holman and Mrs. G. C. Holman, White Piano Co., Fairbury, Neb.; J. F. Gereke, J. G. Gereke, Seward, Neb.; Victor Anderson, Victor Anderson, Stromberg, Neb.; H. Bredthauer, Bredthauer Department Store, Scotia, Neb.; E. Beechler,

(Continued on page 74)

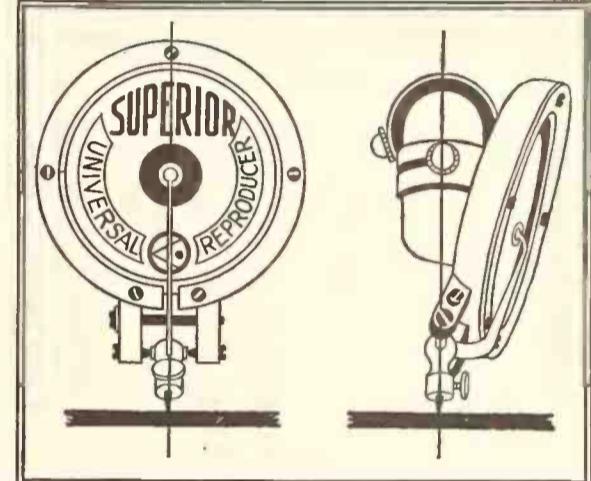
The Scotford Tonearm and Superior Universal Reproducer

The Ideal Combination

Plays All Makes of Records as they should be played

Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75

Adjusted for Cabinet measuring 8½ inches from center of Tonearm base to center of Turntable shaft



Distinctive Features

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.

Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.

The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.

The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.

Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.

The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.

The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.

The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

CONVENTION OF NEBRASKA VICTOR DEALERS—(Continued from page 73)

Kehrberg-Schneider Co., Le Mars, Ia.; F. C. Jones, Jones Book Store, Wayne, Neb.; W. W. Phar, W. W. Phar, Minden, Neb.; J. G. McKee, J. G. McKee, Lexington, Neb.; J. J. Motl, J. J. Motl, Mullen, Neb.; Mrs. H. E. Kimball, Chapman Furniture Co., Aurora, Neb.; C. H. F. Steinmeier, C. H. F. Steinmeier, Ansley, Neb.; H. R. Tillotson, H. R. Tillotson, Harvard, Neb.; H. J. Reinhold, Lewis Reinhold Co., Manning, Ia.; Miss Giblin, Mrs. Gray, Mary Fillensworth and W. M. Robinson, National Music Supply Co., Omaha, Neb.; C. M. Maloney and Mrs. C. M. Maloney, Meineman & Maloney, Pender, Neb.; E. D. Corr, E. D. Corr, Onawa, Ia.; Fred Gehring, Fred Gehring, Stanberry, Mo.; Charles E. Gaskill, Mrs. Charles E. Gaskill, G. F. Kauper and Mrs. G. F. Kauper, Gaskill Music Co., Nebraska City, Neb.; A. C. Moore, Pelletier Co., Sioux City, Ia.; J. Fred Robinson, J. Fred Robinson, Walnut, Ia.; F. G. Palmquist, F. G. Palmquist, Oakland, Neb.; T. A. Beans, Gorton & Beans, Crawford, Neb.; Lillian Petersen, Boggess Music Co., Fremont, Neb.; W. H. McClelland, W. H. McClelland, Corning, Ia.; Charles J. Wilson, Wilson Drug Co., Atkinson, Neb.; L. S. Robinson, L. S. Robinson, Glenwood, Ia.; W. W. Barnes, W. W. Barnes, Peru, Neb.; C. McGrath, Lindholm Furniture Co..

Sioux City, Ia.; E. H. Ridnour, E. H. Ridnour, Palisade, Neb.; H. L. Raines and Mrs. H. L. Raines, H. L. Raines, Maryville, Mo.; A. O. Gordon, A. O. Gordon, Merna, Neb.; Miss Vina Williams, Williams Piano Co., Sioux Falls, S. D.; S. H. Avey, S. H. Avey, Auburn, Neb.; George A. Bates, Bates Music Co., Greeley, Colo.; C. W. Seymour, Seymour Music Co., Sterling, Colo.; M. O. Daxon, Daxon Implement Co., Neligh, Neb.; C. L. Dudley, Mrs. C. L. Dudley, Gladys Conrad and Benjamin McHenry, Dudley Music Co., Fremont, Neb.; Ben Dietz, Fred Dietz, Scribner, Neb.; Ross P. Curtice, C. R. Moores, Mrs. C. R. Moores, Phillip Haney, Lewis Gillen, W. Brewster and Mrs. W. Brewster, Ross P. Curtice Co. (wholesale), Lincoln, Neb.; George E. Mickel, Mrs. George E. Mickel, Thomas E. Mickel, Grace Mickel, Gladys Mickel, Will E. Mickel, Hugo G. Heyn, Edward W. Lundquist, R. G. Kapp, Edward Propst, J. Heffelfinger, E. N. Bowerman, Mrs. E. N. Bowerman, Josephine Cleaver, Florence Charnquist, Lucille Ellis, Honore Yard, Mrs. Edward Moss, Mrs. E. Farran, Bess Greenberg and George A. Beaver, Mickel Bros Co. (wholesale), Omaha, Neb.; W. Zitzmann, Miss Nina Reese, Vera Jones, G. H. Spencer, E. L. Baugh, B. E. Lawrence, E. F. Bechtold, George Klein and

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

Q R S Rolls

Emerson 7 inch Disc Records

Wall Kane Needles

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

Miss M. Over, A. Hospe Co. (wholesale), Omaha, Neb.

Special representatives in attendance: Ernest John, advertising manager Victor Talking Machine Co., Camden, N. J.; Edward Lyman Bill, Talking Machine World, New York; P. W. Simon, P. W. Simon, Uniontown, Pa.; H. R. Meirick, Unit Construction Co., Philadelphia; Professor C. A. Fullerton, Iowa State Teachers' College, Cedar Falls, Ia.

HOW THEY GOT THEIR GRAFONOLA

School Children of Kensington, Kans., Secure Funds in Short Order

KENSINGTON, KAN., September 7.—Kensington School recently wanted a Grafonola, E-2. The children wanted that Grafonola and it was the children who paid for it and had a Saturday afternoon's fun in the bargain. They went to a local printer who printed up a few hundred brilliantly colored red circular "tags," with the words, "I'm tagged for Grafonola fund." The children of the school then sallied forth, their pockets full of tags and the "light of music" in their eyes.

Before supper time the citizens of Kensington had been tagged for the price of the Grafonola, and Monday morning the children marched into assembly exercises to the strains of the "High School Cadets" march!

HAD SUCCESSFUL TRIP

Max L. Goldbert Returns From Extensive Tour With Optimistic Reports

Max L. Goldbert, well known in the wholesale field for the last eight years and whose new business address is 3 and 5 Waverly Place, New York, has just returned from an extensive trip. Mr. Goldbert stated to a World representative this week that he has closed a number of contracts with manufacturers, taking over their entire outputs. He further stated that he is in a position to take over the complete outputs of a few more manufacturers.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathé

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



INCREASING EXPANSION OF MILWAUKEE TRADE

New Factories and Retail Stores Steadily Growing—Dealers Look for Immense Holiday Trade—Kesselman-O'Driscoll Co. in New Store—Flanner-Hafsoos House Incorporates—Interesting Budget of News

MILWAUKEE, Wis., September 11.—The important changes that have developed in the retail talking machine business in Milwaukee during the last two or three months, forming as they do a relative parallel to the prodigious expansion of the manufacturing industry in this territory, present as one outstanding thought the fact that members of the industry, from biggest factor to smallest dealer, have the utmost confidence in the future of the business and are forming their future plans with the idea foremost in their minds.

The expansion that has taken place and that which is now coming into concrete form is of a most substantial nature. In the case of new factories and new retail stores being established here and elsewhere in Wisconsin, those behind the project are solid, clear-eyed and keen business men, lending no aspect of a "boom," as such is commonly known, to the development which is going on. There has been a marked absence of inflated promotion such as has accompanied vast development in many other industries in the past. All the earmarks of "fly-by-night" participation appear to be absent. This, in fact, is regarded as one of the most encouraging features of the present situation in the Wisconsin trade.

Limited only by the ability of manufacturers to provide jobbers and retailers with merchandise, the coming three months doubtless will be the most prosperous sales period that has ever been known by the local trade. While the factories have made surprisingly good progress in the readjustment from a war to a peace basis, and in general have brought production to a higher point even than in the pre-war period, the demand has increased so much faster that there still exists a vast shortage of all merchandise. At this time in normal years wholesalers have had a large accumulation of stocks to fortify themselves against retailers' demands during the fall and holiday period. This year the wholesalers' floors are relatively bare, the current consumption being so great that the usual collection of future stocks has been kept down to a minimum.

Local dealers believe the holiday season this year will be strictly a hand-to-mouth proposition so far as getting goods is concerned. They foresee that trade is going to be excellent, but that it would probably be of much greater proportions if the supply were to be more adequate. However, the best of spirit prevails and the retail trade is determined to make the best of the situation by selling everything it can get and keeping it sold by providing such good service that they will be remembered for it in the days that may come when the fight for new business will become as strenuous as in former days. It may not always remain a sellers' market, they figure.

Gradual improvement in the situation is noted by some wholesalers and distributors. So far this has been very slight, but it nevertheless is encouraging. Harry A. Goldsmith, secretary of the Badger Talking Machine Co., wholesaler of the Victor in Wisconsin and Upper Michigan, says the factories are making excellent headway in increasing the output, and that it will soon be possible to supply dealers in more adequate quantities than for the past eight to ten months.

At the Brunswick-Balke-Collender Co.'s Milwaukee branch, 275-279 West Water street, it was stated that difficulties in supplying dealers are gradually being overcome. Manager Thomas I. Kidd believes that Brunswick dealers will be better able to take care of their customers this fall than last, although he can see no marked improvement in the supply, considering the heavy demand for the Brunswick at this time. The big downtown Brunswick dealer, the Milwaukee Piano Mfg. Co., moved August 15 from the Plankinton Arcade to 270 West Water street, which is almost directly opposite the Brunswick wholesale headquarters.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street
VICTOR DISTRIBUTORS MILWAUKEE, WIS.

Manager Henry M. Steussy has acquired the services of J. E. Hevener, formerly connected with Manager Kidd's offices, as head of his Brunswick department.

Charles J. Orth, 504 Grand avenue, exclusive distributor of the Puritan in Wisconsin and Upper Michigan, gained a number of excellent retail outlets by making a big display of Puritans at the recent annual convention of the Wisconsin Retail Furniture Dealers' Association in the Republican House, Milwaukee. The exhibit was in charge of W. H. Heise, E. R. Sweeney and Adam C. Schroeter.

A. G. Kunde, 516 Grand avenue, wholesaler and retailer of the Columbia, is one of the busiest men in the local trade. The demand for records is of exceptionally large proportions. Mr. Kunde, who participates in the annual trade extension excursions of the Milwaukee Association of Commerce, jobbers' division, every year, accompanied a party of 100 local wholesale heads on a special trip of the same kind on August 26 to 28 to Wausau, Wis. The Columbia Grafonola was the official instrument on this trip, as well as on the large tour which was made in June.

The New Edison is making new records for popularity in Wisconsin every month, according to William A. Schmidt, manager of the Phonograph Co. of Wisconsin, 49-51 Oneida street, Milwaukee. While the company has not been able to get enough instruments to fill every order from its list of retailers, it has done remarkably well under the conditions and not only kept steadfast its retail representatives, but formed many new connections, up to the "limit of safety" in furnishing adequate supplies.

While Aeolian-Vocalion instruments are in far too small supply, it is the shortage of Aeolian-Vocalion records that is causing the most concern to Miss Julia Wolf, manager of the talking machine department of the Edmund Gram Music House, wholesale and retail distributor.

H. L. Woodward, the new manager of the Victor

section of Gimbel Bros.' big department store in this city, is completing the organization of a strong campaign for fall and holiday business. Mr. Woodward took the place vacated last March by Leslie C. Parker, who purchased the Badger Talking Machine Shop. Mr. Woodward was for three years with the Chicago Talking Machine Co. and is a Victor man through and through.

Leslie C. Parker, president and general manager of the Badger Shop, one of the largest retailers of the Victor in the Northwest, left August 21 for the East to visit the Victor factories. He expected to be away two or three weeks. The principal purpose of Mr. Parker's trip is to procure distinctive ideas on the equipment of period display rooms in order to make a feature of period styles.

The Kesselman-O'Driscoll Co., Victor and Edison retailer, is moving its main store from 258 West Water street to its new and permanent home in the Plankinton Arcade. The formal opening is scheduled for Monday, September 15. In the Arcade the company will occupy the store unit at 107 Grand avenue, together with six units fronting on 169-173 West Water street, making it one of the largest all-ground floor talking machine shops in this part of the country. Pianos are now being added as a regular part of the stock carried by the house. Late in August the Kesselman-O'Driscoll Co. purchased Warr's Talking Machine Shop at 3414 North avenue, a prominent Victor store on the northwest side of Milwaukee, which is continued as its North avenue branch under the management of C. C. Sippel.

The Flanner-Hafsoos Music House, one of the leading music stores in Milwaukee and dealing in every phase of vocal and instrumental music, has incorporated its business without change of name, with a capital stock of \$50,000. The officers are: President and treasurer, Eric S. Hafsoos; vice-president, Florian F. Flanner; secretary and treasurer, W. G. Hay. The last-named is a new-

(Continued on page 77)

SPECIAL OFFERS

RECORD DELIVERY ENVELOPES

45-lb. Kraft, 2 Buttons, String Fasteners

1-M QUANTITY

10-in.—\$ 9.25 per thousand
12-in.— 11.00 "

5-M QUANTITY

10-in.—\$ 9.00 per thousand
12-in.— 10.75 "

10-M QUANTITY

10-in.—\$ 8.50 per thousand
12-in.— 10.50 "

RECORD ALBUMS



10-in. (12 pockets),
\$7.50 per doz.
12-in. (12 pockets),
\$8.75 per doz.

These albums are of the best quality that can be bought. As our stock is limited, we would advise you to place your order at once.

F. O. B. NEW YORK

**Lundstrom
CONVERTO**
PATENTED DEC. 11, 1917
Talking Machine CABINET

VELVETONE
Phonograph
Needles

The Two Best Selling Propositions in
the Talking Machine Trade To-day

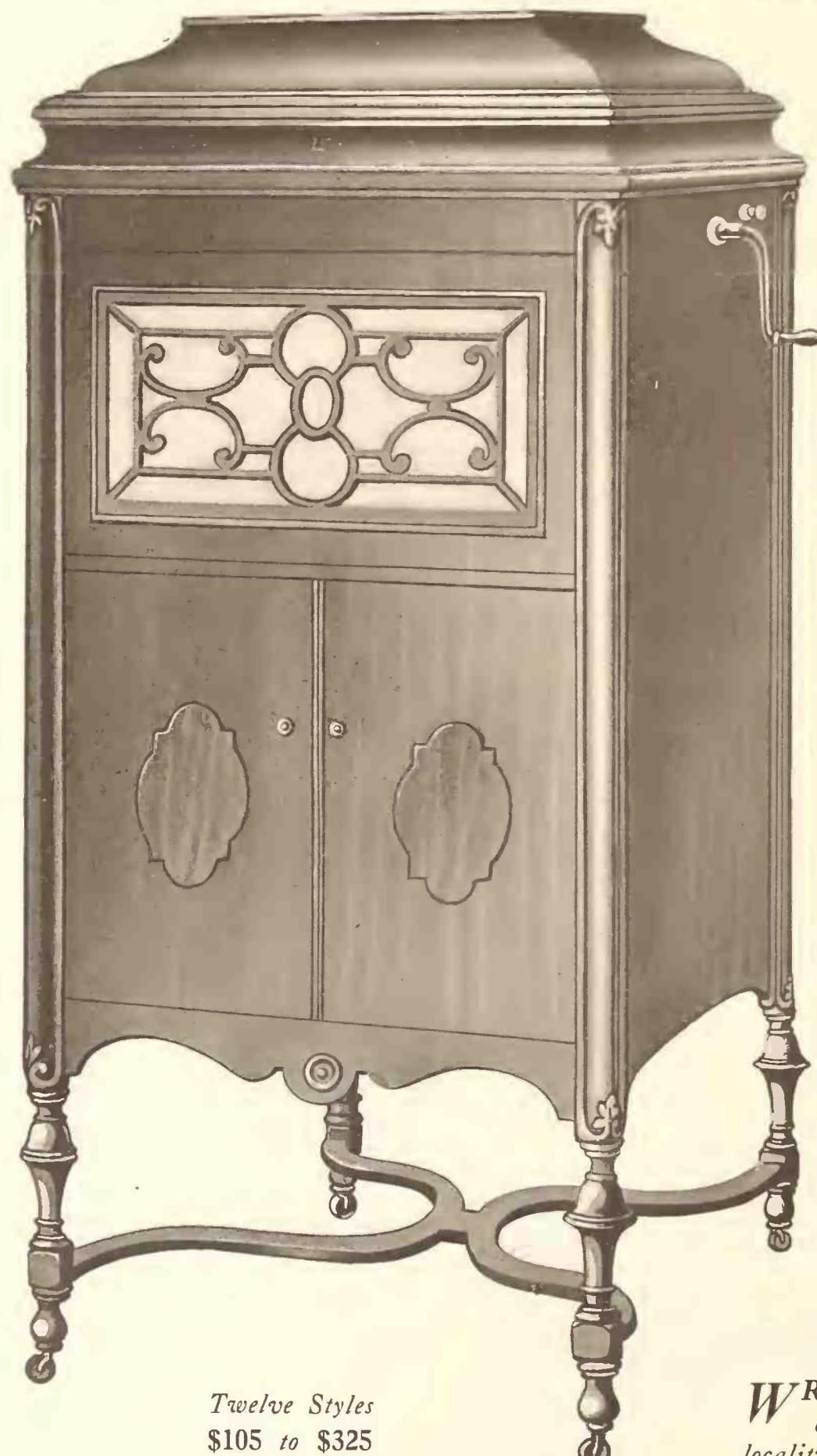
The Cabinet & Accessories Company, Inc.

Otto Goldsmith, President

tel. Murray Hill 6470

NEW YORK CITY

145 East 34th Street



Twelve Styles
\$105 to \$325

Full page Dalion National Advertising Campaign starts in November Magazines.

DEALERS—Get responsibility behind you when you handle phonographs—and the business prestige you establish will be lasting—the *exclusive* agency an asset.

Let us tell you who wholesales the Dalion in your territory. The name will show you the near-at-home responsibility we have put behind the Dalion—additional to the responsibility of the manufacturers. The manufacturer's guarantee will prove to you that the Dalion is an instrument on which you will build a quality reputation.

Plays all brands of records.

The Dalion Auto-File is a remarkable sales feature, found with no other phonograph.

The line meets *your* requirements.

There's a merchandising service behind you.

WRITE today for complete descriptive circular and name of wholesaler in your locality.

Milwaukee Talking Mfg. Co.

Factory and Offices at
MILWAUKEE, WIS.

"How Can You Say Good Bye?" is an Irving and Jack Kaufman Tenor Duet. You'll say good-bye to a lot of these records when your customers hear this song. A-2754.

**Columbia Graphophone Co.
NEW YORK**



EXPANSION OF MILWAUKEE TRADE *(Continued from page 75)*

comer to the concern on September 1. Mr. Hay until now has been secretary of the Brinkerhoff Piano Co., Republic Building, Chicago. Besides retailing the New Edison and the Columbia, the Flanner-Hafsoos Co. is State agent for the Music Master reproducer, designed, patented and manufactured by J. H. Ellis of this city.

Harry W. Krienitz, one of the oldest Victor dealers in Milwaukee in point of continuous representation of this line, is about to move from 326 Grove street to a new and much larger location on Eleventh avenue, near Washington street.

The Jackson Piano Co., at 425 Milwaukee street, is featuring the Brunswick and Columbia lines in its talking machine department.

Robert E. Lauer, manager of the music section of the Boston Store, this city, featured the Victor in a large display of talking machines and pianos at the annual Wisconsin State Fair, held at Milwaukee during the week of September 8 to 13.

MAKES MONTHLY LIST OF HITS

Western Manager Uses Clever Idea to Increase Record Sales

Each month the manager of a Middle Western department store compiles a list of the records which he believes will be the biggest "hits" for the month.

The list is run off on a duplicating machine—the numbers only of the records are given—and it is enclosed with the record manufacturer's booklet, issued each month, which is mailed to the store's regular customers.

"This monthly insert is proving very valuable to us," says the manager. "We do not prepare it until the last day before mailing out the booklets. By that time our records have arrived from the jobbers and we can recommend on the insert the records of which we have a plentiful supply. We do not, however, recommend any record just to move large stock off our hands; we recommend those we deem good.

"By advocating that they buy the numbers that look like 'hits' we keep the confidence of our customers. And we're sure they read the record supplement carefully or they would not know to what records we refer on our insert, since we refer to records by number only."—H. S. Cline, in System.

J. C. SCHOFIELD IN NEW POST

J. C. Schofield has just returned from overseas, and the Cable Piano Co. has made him manager of the Victrola department of their Flint, Mich., store. Mr. Schofield was at Toledo before he went away, so he is an old hand at the business, and it goes without saying that he will make things hum at Flint.

The Wisconsin Veneer Co. at Rhinelander, Wis., is effecting a very material increase in capacity by the erection of a three-story factory addition, 70x105 feet in size. F. A. Marshall is general manager.



SERVICE TO THE DEALER IS OUR AIM



We are equipped to give you efficient service and co-operation in merchandising Okeh Records—the best record line on the market. Prompt deliveries of all popular hits; dealer helps and practical sales assistance are included in our plans.

Write for liberal dealer proposition.

THE BRUCE CO.

Okeh Jobbers

P. O. Box No. 285
SPRINGFIELD, ILL.

"Standard Troubles!"

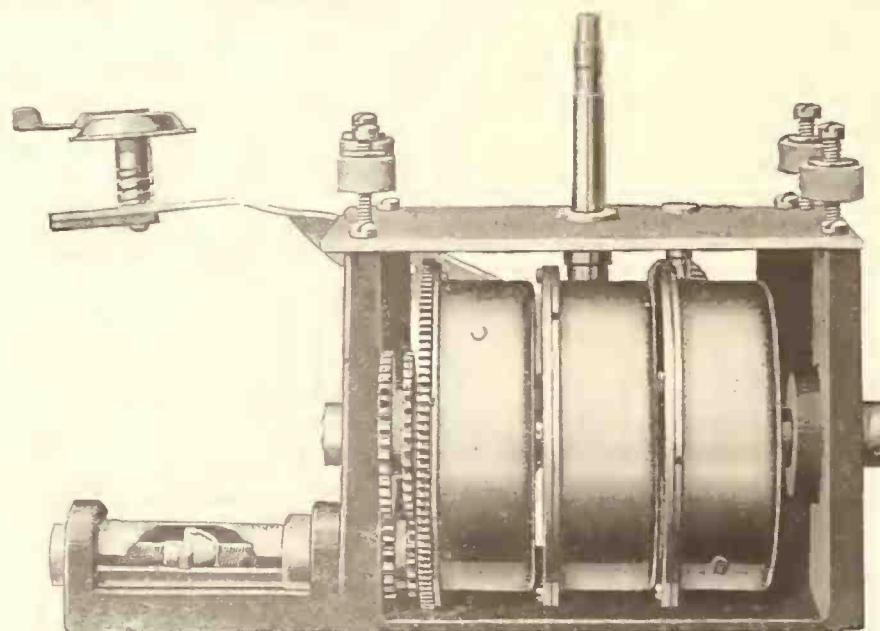
Are You Tired of Them?

We were; and that is why
we designed and built the

FULTON

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TYPE 3 MW
Showing Safety Winding Device

How many times has the experienced phonograph manufacturer been heard to utter the phrase "Standard Troubles?"

Grown familiar with the faults and defects of talking machine motors, he classes all chronic troubles as "standard" and philosophically lets it go at that.

But the elimination of "standard troubles" is merely a matter of correct mechanical design, no more—no less.

The Fulton motor is different not merely because being different is advantageous, but because it had to be DIFFERENT to be BETTER.

FULTON BROS. MFG. CO.

**Remember This:—
Although**

There Is No Shortage in Quantity! There Is Shortage in Quality!

Quality is the end to which we have aspired, and it is quality we have attained. There is a valid reason for every feature of the Fulton spring motor.

It is as near fool-proof as any mechanism can be.

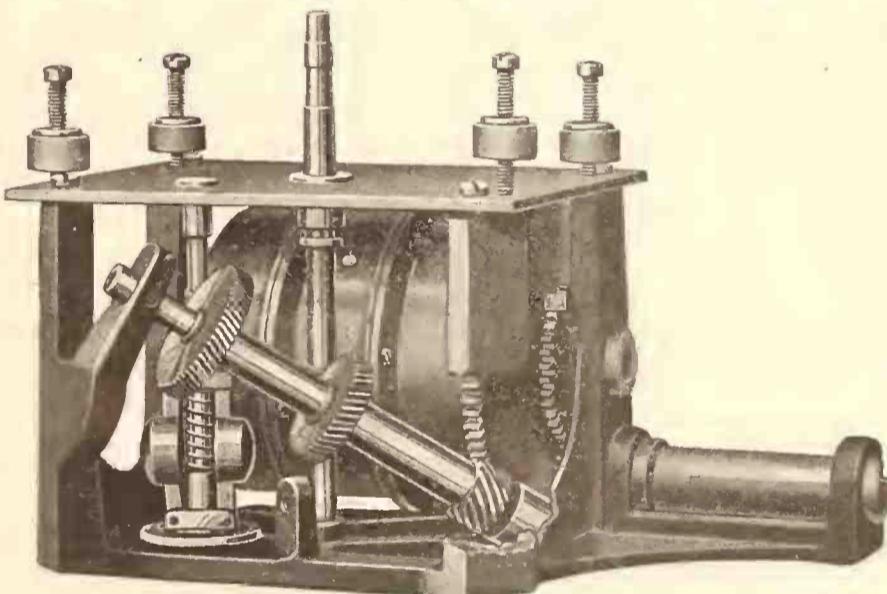
It is impossible to overwind.

There are no governor springs to work loose.

Noiseless operation, true spiral gears, constant speed, vertical governor shaft, *no adjustments*; these are only a few of the distinctive features of the

FULTON

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TYPE 3 MP
Without Safety Winding Device

Furthermore, the Fulton is sold under the following
GUARANTY

"ALL FULTON products are made by expert workmen in a shop properly equipped. All material is purchased with full knowledge of the requirement of each part. Therefore, the Fulton Bros. Mfg. Co. unhesitatingly guarantee all their products against any defect in material and workmanship and will replace any part returned to the factory and found by them to be defective."

This guaranty does not cover the wear from long use, accident or abuse which will result inevitably in any mechanism. This guaranty does not cover spring breakage, although the use of our winding device, if undisturbed, will prevent the breakage of springs unless the material is defective. Therefore, it is our policy to be much more liberal in the matter of spring replacement than any other manufacturer can afford to be.

Owing to our standard of excellence in equipment, material and personnel and our established superiority in design it is our intention that this guaranty shall cover everything that is implied in our claim as follows:

THE FULTON MOTOR IS THE BEST PHONOGRAPH MOTOR MADE."

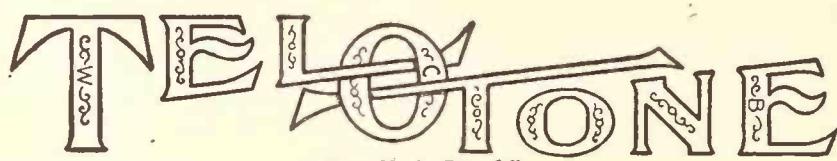
It costs no more; it gives better service. Then—will it pay you to INVESTIGATE?

WAUKEGAN, ILLINOIS

7 BIG CARLOADS 7 TO ONE DISTRIBUTOR

1176 Instruments (Actual Count), May 2 to Aug. 27, 1919

Success
Assured for

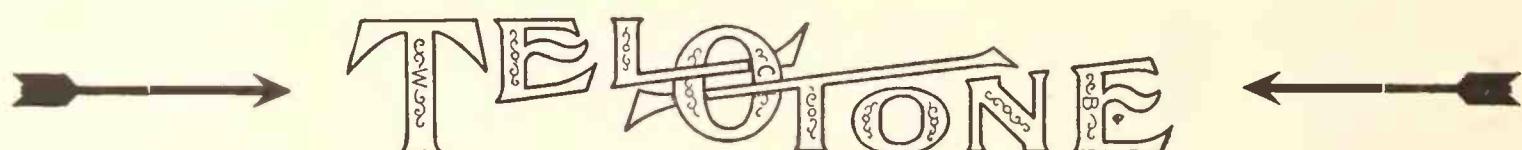


Dealers
Everywhere

The Phenomenal SUCCESS of this wonderful Phonograph is EMPHASIZED IN EVERY MAIL by ENTHUSIASTIC DEALERS and "REPEAT" ORDERS.

Are YOU looking for a PHONOGRAPH and STRONG CONNECTION with which YOU CAN DEFY ANY COMPETITION? NOW is the TIME to INVESTIGATE US.

Invincible — Leadership
of the



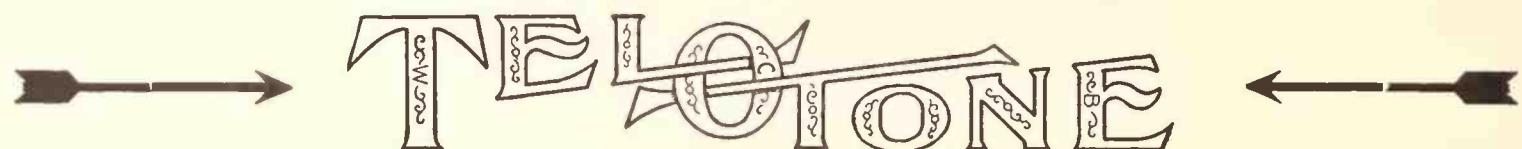
Cannot be Disputed

IT possesses 'the one-thing-lacking' in ALL OTHER PHONOGRAPHIC TONE REPRODUCTION—IT HAS THE STYLE—PUNCH of INDIVIDUALITY—IT CONTAINS PATENTED FEATURES THAT CANNOT BE OBTAINED ELSEWHERE—DISTINCTLY DESIRABLE BECAUSE OF THEIR ORIGINALITY—AND OF WHAT THEY ACCOMPLISH

"THE SOUL OF MUSIC DWELLS WITHIN"
(OUR SLOGAN)

The VERY THING for MUSIC DEALERS who want a REAL MUSIC INSTRUMENT to SATISFY the DEMANDS of a DISCRIMINATING (more and more so) PURCHASING PUBLIC

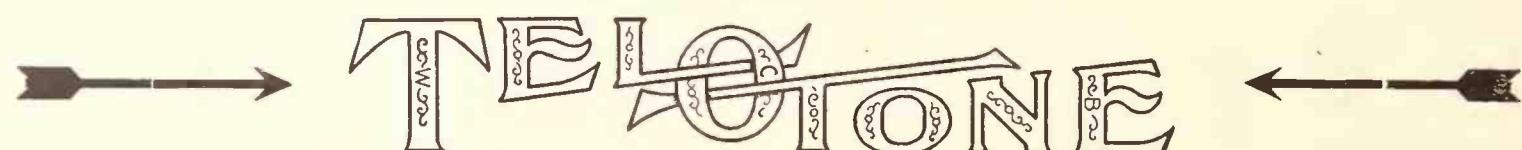
The



Direct from Factory to You

INCREASES TEL-O-TONE DEALER'S EARNINGS BY A BIG MARGIN—AND ELIMINATES the 'MIDDLEMAN'S PROFIT.' We offer an EXCLUSIVE and CO-OPERATIVE, HAND-IN-HAND PROPOSITION TO LIVE WIRE DEALERS—that is unusually attractive and productive of Get-the-BUSINESS-and-KEEP IT RESULTS. From MAINE to CALIFORNIA REPRESENTATIVE DEALERS are NOW ENTHUSIASTIC DISTRIBUTORS—THEY HAVE FOUND A

DEPENDABLE SATISFACTION IN HANDLING THE



There are an UNUSUAL number of "Reasons WHY"—We can tell you so little about it in this space that we urge you to let us send you, AT ONCE, FULL PARTICULARS with ILLUSTRATED CATALOG DESCRIPTIVE of our FIVE BEAUTIFUL MODELS—Priced from \$100 to \$250

We WANT dealers who WANT EXCLUSIVE TERRITORY and PROTECTIVE CO-OPERATION in that territory—on IMMEDIATE RETURNS and "Looking-to-the-FUTURE" BUILDING BASIS. Write us today—Steal a MARCH on opportunity—(Tomorrow may be TOO LATE).

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, Chicago, Ill.

"Beautiful Ohio" and "Till We Meet Again," played in waltz time by the Kalaluki Hawaiian Orchestra! You'll run short in waltz time unless you order a lot! A-2743.

**Columbia Graphophone Co.
NEW YORK**



ST. LOUIS DEALERS DESIRE MORE GENEROUS SHIPMENTS

Fall Trade Promises to Be of Enormous Volume—Stock for Holidays Badly Needed Without Possibility of Delay—Record Demand Grows Apace—News of the Month

St. Louis, Mo., September 5.—August is usually the low-ebb month in talking machines and records, but during the month just passed the demand for the best machines held strong from week to week in spite of the rather marked indifference of dealers, who were a little more interested in building up their stocks for the fall rush than in selling what they had on hand. There has been an improvement in shipments, but the wants of dealers, especially in high-grade machines, are far from being satisfied.

Dealers, as September gets under way, are still employing most of their energy and eloquence in impressing upon the manufacturers that they must have more generous shipments, and have not begun to woo the purchasing public through the advertising pages of the newspapers. It is certain that the volume of business between now and Christmas will be limited only by the supplies which the dealers are able to obtain. The August record sales were beyond expectations. The first effects of the reduction in the price of Red Seal Victor records were felt throughout the month. Dealers in the other records are not willing to admit that the sales of their high-grade records were materially affected. As a rule, they say, the people who can afford the highest-priced records are not the sort to whom price reductions appeal and they have continued to buy the best of the different makes. There has been a marked increase, however, in the sales of Red Seals to those who had previously felt that they could not afford them.

The September record sales started off with an unusual rush on account of the opening day being Saturday. Record sales are always heaviest on Saturday and on opening days. J. F. Ditzell, manager of the Famous & Barr Co.'s music department, is firm in the conviction he has long held that the opening day should be on a movable schedule which would bring it on the first or last Saturday of each month.

The talking machine and record business at the Famous & Barr store has gone forward with such leaps and bounds that more room is necessary. Five new demonstration booths are being provided to relieve the pressure to some extent and more will follow.

Pathéphones are away ahead of those of this period a year ago, according to C. L. Staffelbach, manager of the music department of the Hellrung & Grimm Co., especially in the wholesale line. The new Actuelle is away oversold.

City Salesman C. R. Salmon, of the Columbia Co., expects record sales to be greatly stimulated by a new co-operative plan of street car advertising which is being carried out. A contract has been made for card space in every other car of the United Railways Co. They are all alike except that the names of different

dealers are attached. The idea is to have in each car a card bearing the name and address of a dealer whose place of business is on that car line. The dealers lined up by Mr. Salmon are the Meyer Piano Co., Tower Talking Machine Shop, Home Phonograph Co., Sam Goldberg Furniture House, Kleekamp Piano Co., Hunleth Music Co., Mulvihill Furniture Co., Roesch Furniture Co., three stores; Roma Music Co., Franklin Furniture Co., Ideal Furniture Co., Todd Jewelry Co., Gregson & Co., and Krite-Boyens Piano Co. The card simply announces "Columbia Records, the Best of Popular Music."

Manager John McKenna, of the Columbia Co., has returned from a trip to Memphis, Tenn., to visit the Columbia dealers of that city. Romance and business have been mixing at the offices of the Columbia Co. C. R. Trampier, of the dealers' service department, and Miss Lillian M. Smith, of the order department, slipped away to Waterloo, Ill., quite a while ago and got married, but they kept it secret until last week.

The Macky Furniture Co. has installed a talking machine department on the first floor of the new building which has been leased, adjoining the main store, on Olive street. Five attractive booths have been erected, with an arch in the center. Herbert L. Parker, the manager, is making arrangements for a formal opening in a few days.

The Grafonola department of the B. Nugent & Bro. Dry Goods Co. has been moved from the annex to the fourth floor of the main building, where Manager J. B. Schlute has more room and is enabled to make a more effective display.

Benjamin R. Riddle, the new manager of the talking machine department at the Thiebes Piano Co. store, under the new Wurlitzer ownership, is getting things in shape for the greatly increased business this fall. He has had nine years' experience in the department, having latterly been the assistant of A. J. Robinson, who resigned when the Wurlitzer Co. took over the business. Under the new management the department will be exclusively Victor. Mr. Robin-

son has gone to Kansas City to take the management of the talking machine department of the Starr Piano Co.

Miss Blanche Rosebrough and Miss Rosa Rosenblatt, of the Victor educational department at the Scruggs, Vandervoort & Barney store, have returned from a visit to New York and Philadelphia, where they attended an educational convention.

W. A. Lippman and L. McMahon, of the Field-Lippman Piano Co., have returned from Sedalia, Mo., where they went to receive the first ship-by-truck consignment of Brunswick phonographs. The machines were shown at the State fair at Sedalia and most of them were sold. The display was in conjunction with the Sedalia branch of the Field-Lippman firm, which is in charge of C. G. Bloom.

H. J. Arbuckle, manager of the Grafonola Shop, returned Monday from his trip to New York, Boston and Philadelphia.

L. L. Sebok, of the International record department, New York, visited the Columbia branch here last week.

The following Columbia dealers were in St. Louis recently: C. C. Harrington, Houston, Miss.; Marlow Howell, Troy, Mo.; L. A. Mifflin, Herrin, Ill.; E. J. Huber, Boonville, Mo.; W. E. Fox, Weber-Fox Music Co., DuQuoin and Carbondale, Ill. Mr. Witherspoon, Haverty Furniture Co., Memphis, Tenn.; Jay Vick, Kline-Vick Co., Carterville, Ill.

J. M. Dick has taken a position with the Columbia Co. to travel in Kentucky, Tennessee and northern Mississippi.

Provision is to be made for an enlarged talking machine department at the Grand-Leader in the new addition which is to be erected. The department will be adjacent to the elevators and will be so placed that everybody leaving the elevators on the floor will have to pass the talking machines.

Val Reis, president of the Tri-State Victor Dealers' Association, thinks the reduction in the price of the Red Seal records is the greatest thing that has happened in a long time in the interest of better music in the home. He remarked: "The reduction in the price of the Red Seals has stimulated business in the entire catalog. People are buying better records. It is to our interest to keep good music in the home and the reduction in price of high-grade records helps us to do it."

The RE-CALL

is a phonograph, perfect in every detail. The cabinet work and finish is of the highest grade. It has all standard equipment, and its tonal qualities are of the very highest type. It is made in four styles, ranging in price from \$60.00 to \$150.00 Retail.

With our large and well equipped factory we are in a position to manufacture cabinet work for any and all purposes.

Territory now being allotted to live and up-to-date Dealers. Write for particulars.
The Huss Bros. Phonograph and Piano Co., 6-8-10 W. CANAL BLVD.
CINCINNATI, O.

RURAL STUDY OF MUSIC HELPS EDISON SALES

H. H. Blish, President of Harger & Blish, Tells Why Sales for Eight Months of This Year Are Higher Than Entire of Last Year

"Our orders for Edison phonographs, to be delivered before the end of this year, are already three times greater than the entire sales of last year," said H. H. Blish, Sr., president of Harger & Blish, Edison jobbers at Des Moines and Sioux City, Ia. Mr. Blish conferred with executives at the Edison Laboratories during a visit East last week.

"Our big sales this year are due to the prosperity of our farmers and the fact that they are becoming thoroughly educated to the value of music and musical instruments. The whole crop situation in Iowa has never been so encouraging as at the present time. According to the latest reports, the returns from the corn crop alone will amount to one hundred and fifty million dollars more than those of last year.



No. 5
Height—40 in.
Width—17½ in.
Depth—18½ in.

AMERICAN

IN the AMERICAN line you have a model for every prospective buyer. Seven models. Mahogany, Golden Oak, and Fumed Oak finishes.

The AMERICAN remains sold when delivered. Plays all records. Made in Grand Rapids. Guaranteed Throughout Meisselbach equipment.

One dealer in a town. Can make deliveries.

It would take an entire page to tell about the various particular features of the sound chambers, tone, motor, sound boxes, etc.

Try a sample, then you will know all about it.

American Phonograph Co.

17 N. Ionia Ave., Grand Rapids, Mich.



No. 9
Height—45 in.
Width—20 in.
Depth—21 in.



No. 8
Height—43 in.
Width—19 in.
Depth—20 in.



No. 10
Height—48 in.
Width—20½ in.
Depth—22 in.



No. 11
Height—51 in.
Width—23 in.
Depth—24 in.



No. 14
Height—46½ in.
Width—19½ in.
Depth—20½ in.



No. 22
Height—50 in.
Width—22 in.
Depth—23½ in.

"A Million A Year" WHAT'S YOUR SHARE OF DIAPHRAGMS OF BEAUTY

—Phonographically Speaking—They Talk for Themselves—

Manufactured for over ten years for the larger consumers by the

INTERNATIONAL MICA COMPANY

Factory and { 37th & Brandywine Sts.
Sales Dept. { W. Philadelphia, Pa.

Mines, Executive { 1228 Filbert St.,
Amelia Co., Va. Dept. { Philadelphia, Pa.

Send for samples and quotations now and eliminate your diaphragm difficulties

Immediate delivery of small quantities can be made in the following districts.

SAN FRANCISCO, CALIF.—WALTER S. GRAY

MONTREAL, CAN.—ARTHUR K. KEMPTON

instruments and the relative merits of sound-reproducing instruments in the reproduction, or re-creation, of the human voice.

"We jobbers who have been in the phonograph business for many years feel that to-day, in the estimation of the average man, the Edison phonograph never stood so high. I am talking from the viewpoint of one who should know by decades of experience."

NEW EMPIRE ADVERTISING SERVICE

Series of Attractive Newspaper Advertisements for Use of Retailers Prepared by Empire Talking Machine Co., Chicago

The Empire Talking Machine Co., Chicago, has just issued a most interesting and valuable booklet of specially prepared advertisements for the use of their dealers in their local advertising. The advertising has been prepared by experts, is most attractive generally, and is sufficiently varied to appeal to all classes. The majority of the advertisements are designed to occupy the average newspaper column, but there are also provided special ads for three and four column spaces, and one for a full page.

This advertising service to dealers is provided free by the Empire Talking Machine Co., the various advertisements being supplied in stereotyped form. It remains only for the dealer to have inserted in the space provided for the purpose, his name and address and perhaps some special slogan. As the introduction to the booklet says, and with truth, the dealer buys blank space in the newspaper and it rests with him what he puts into that space to make it prove of value. These special advertisements should be seen in many newspapers throughout the country during the coming month.

INDIANAPOLIS STILL AFTER AD MEN

Fund of \$50,000 Raised for Advertising and Other Expenses—Tom Griffith One of the Active Workers—Enjoys Vacation

INDIANAPOLIS, IND., September 8.—As was announced in The World last month this city is making a strong bid to secure the 1920 convention of the Associated Advertising Clubs of the World and the campaign to that end has thus far been most successful, there having been raised a fund of \$50,000 to advertise the convention and to carry on other work in connection therewith.

Tom Griffith, sales manager of the Udell Works, and chairman of the program committee, declares that the campaign, if nothing else, has succeeded in selling their home town to many people of Indianapolis. Mr. Griffith is going to attend the 1919 convention in New Orleans and put forth the claims of Indianapolis in person.

Mr. Griffith has just returned from a ten days' outing and, as he put it, spent twenty-four hours out of each day in eating fried chicken, knitting up the raveled sleeve of care via "Nature's sweet restorer," and playing cow pasture pool.

At Marshfield, Wis., a new factory for making cabinets for the talking machine industry has been established by Louis G. Thon and Adolph Polstein, who comes from Minneapolis.

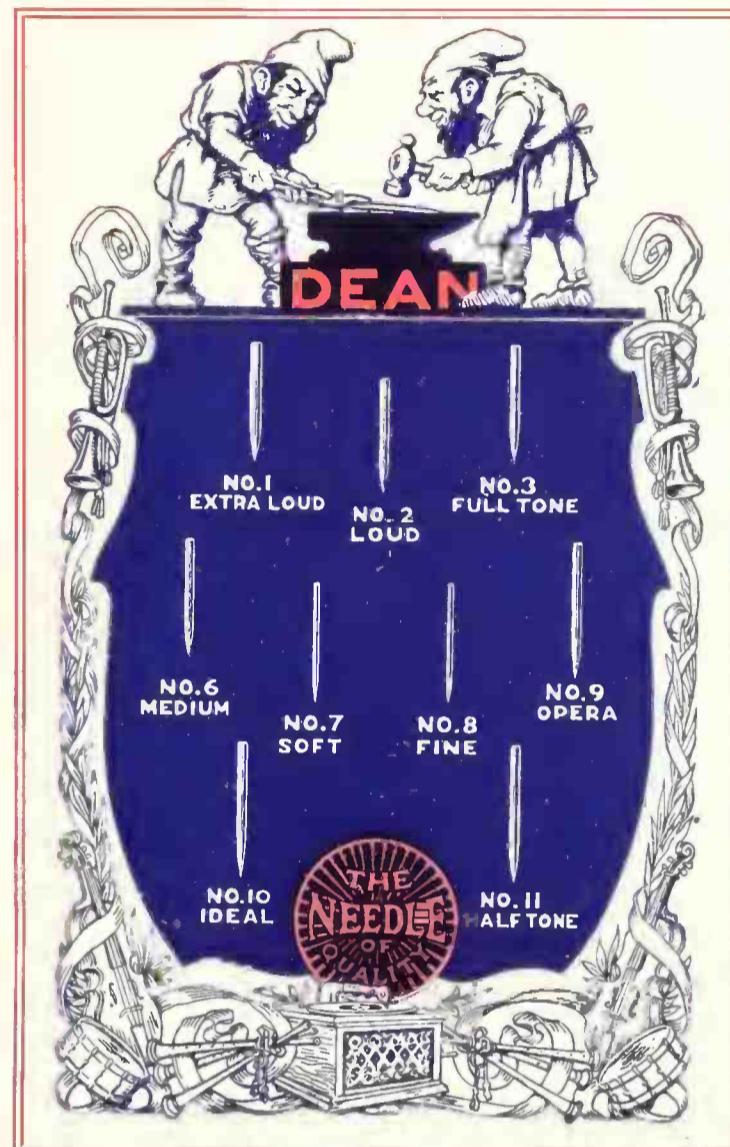
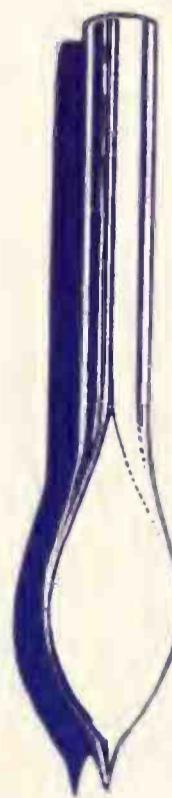


DEAN

For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.

*One Needle with three different tones
LOUD—MEDIUM—SOFT*

Petmecky Multitone
Steel Needle



Petmecky Multitone
Steel Needle Plays
Ten Records Perfectly

Three Different Tones

1. For LOUD TONE—Play with flattened side facing record.
2. For MEDIUM TONE—Play at intermediate angles.
3. For SOFT TONE—Play with edge facing record.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio Newark, N. J.
BRANCH OFFICES: Chicago, Ill.

Putnam, Conn.
San Francisco, Cal.

Springfield, Mass.
Toronto, Ont.

LOS ANGELES DEALERS CLOSE GREAT MID-SUMMER TRADE

Business Showing Surprising in Spite of Strikes and Other Troubles—New Barker Managers—Recital by Prince Lei Lani—Felger's New Post—Wiley B. Allen in Fresno

Los ANGELES, CAL., September 3.—August proved another banner summer month for the talking machine dealers of this city. In fact, it seems to have averaged up somewhat ahead of July, and July made an especially good record. These two mid-summer months, indeed, have been genuine surprises, with the result that several of the houses are already either ahead of or neck-and-neck with their last year's total. The strikes on the city and interurban electric car lines and the steam railways in and around Los Angeles, which started on the former about the middle of the month, have naturally been rather bothersome to the local business houses, but at the same time their real effect on business, and the music trade especially, has apparently been next to nil. Their effect, in other words, was merely a matter of inconveniences, for all service on the electric systems has been consistently discontinued at 8 o'clock each evening, although it remained almost normal during the day, and for a full week practically all connection with the outside world, by railway, was cut off. At this writing, however, the strike on the steam lines is closed, and the one on the electric systems seems very near its end. Hence, while there is still a handicapping shortage of certain lines of stock, the outlook for September for the talking machine business, and the music trade generally, is regarded as being especially bright.

Managers Named for Barker Branches

In addition to the San Diego branch, announcement of which was made last month, Barker Bros. have also arranged for the opening of a branch music store in Fresno, Cal. The former will be located at 1143 Sixth street and the one in the latter city is to be at 2017 Kern street. Both are to be opened for business September 15. Manager J. W. Boothe, of the music department of the headquarters store in this city, announces the appointment of Earl S. Dible as manager of the San Diego branch, and of H. W. Pasley as manager of the one in Fresno. Both are experienced and capable talking machine men, Mr. Dible having at one time been in charge of the Edison department of the Fitzgerald Music Co. here, and Mr. Palsey having for some time been connected with the talking machine department of Barker Bros. in Los Angeles. The branches are expected to devote special attention to the phonograph and record business, with the firm's regular agencies, but they will also carry a small stock of pianos and players. Later the company intends establishing additional branches in Bakersfield, Santa Ana and Pasadena, which, with the ones already

maintained at Long Beach and Pomona, will give it a chain of eight country stores.

Felger Becomes Partner in Country Firm

L. V. Felger, who for some time has been connected with the Los Angeles wholesale branch of the Columbia Graphophone Co. as a traveling representative, has associated himself with the Saladin Music Store in Santa Maria, Cal., becoming a partner in the business with W. H. Saladin, the founder. This partnership concern has also recently established a branch in Lompoe, Cal., through having bought the Hawkins Music Store of that place. The stores have the Victor agency and carry a small stock of pianos. Messrs. Saladin and Felger were in Los Angeles recently to make arrangements for increasing their stock.

Talking Machine Music for Folk Dances

Instead of the usual band or orchestra, it was a talking machine that furnished the music at a recent big play-day festival of school children held in this city, on the program of which outdoor folk dances were a prominent feature. The affair occurred on Saturday, August 23, in the athletic field of Exposition Park, under the auspices of the city playgrounds commission. Children from thirty-five recreation centres, including the school playgrounds, participated in the day's frolic. When the instructors announced the folk dances, the children instinctively began looking for the band or orchestra which they expected would be present to furnish the music, but the bandstand was unoccupied, nor could they discern any source from which the necessary music would be forthcoming. However, as if out of the clear sky, there came to their ears, clearly and distinctly, the opening strains of dance music. The seeming phenomenon so puzzled them that they forgot to dance, until the instructors had explained that an electrically-controlled phonograph with an amplifier attachment was installed in the bandstand and was producing the mysterious music. The instrument used was a Columbia, and William H. Richardson, of Richardson's, Inc., was responsible for its installation.

Prince Lei Lani to Give Recitals Here

Prince Lei Lani, known as E. K. Rose in his Hawaiian productions for Victor records, and widely known among the lovers of Hawaiian music, has accepted an engagement with the Southern California Music Co. of this city for recital work, for a considerable period. He is to give his first recital, in the store's large auditorium, next Thursday, noon, and three times each week thereafter. His programs will be

CHAS. H. YATES

311 Laughlin Bldg. Los Angeles, Cal.

Manufacturers' Distributors of High Grade Phonograph Trade Accessories.

Your Every Accessory Want Cared for.

"If I haven't got it, I'll get it for you."

Complete Stock Prompt Deliveries

Exclusive Pacific Coast distributor for the

JONES-MOTROLA

extensively varied. They, for instance, will include demonstrations in conjunction with the Victrola and the Chickering Ampico reproducing piano, and demonstrations also of the Hawaiian steel-string guitar and the ukulele, as he is both a singer and an instrumentalist. He comes to the Southern California Music Co. from Omaha, Neb., where he filled a similar engagement with Mickel Bros. that finally grew into a period of three years, while previous to that he had filled appointments with Philip Werlein, Ltd., New Orleans, La.; Sanger Bros., Dallas, Texas, and O'Neal, Indianapolis, Ind.

Wiley B. Allen Co. Opens Fresno Branch

The Wiley B. Allen Co. has taken over the music business of J. J. Falkenstein in Fresno, Cal., at 947 J street and converted it into a company branch, under the supervision of the San Francisco office. The store was opened for business under the new management on August 25. George T. Goodhue, who had been connected for some time with the talking machine department of the Wiley B. Allen Co. store in this city, has been made the manager of the phonograph section of the Fresno branch. The new store handles both talking machines and pianos.

Piano Man Becomes Talker Representative

Fred Christainer, who has been the Pacific Coast traveling representative of the J. & C. Fischer pianos for the past few years, has transferred his interest in the newly created Blue Bird Talking Machine Co. of this city, becoming the factory's traveling salesman. Incidentally, the Blue Bird phonograph made its initial appearance in the retail market here, through several of the music dealers, on August 26.

Barker Bros. Employes Hold Annual Picnic

The nearly twelve hundred employes of the big Barker Bros. furniture and music house of this city held their regular summer picnic this year at Santa Monica, on August 23, which brought out the record-breaking attendance, including the employes' families and friends, of approximately 2,500 persons. There was the usual program of enjoyable events.

SOME OF THE BIGGEST MANUFACTURERS OF TALKING MACHINES ARE USING

The Mutual
TONE ARMS & SOUND BOXES



Send for Samples, Catalogue, Quantity Discounts, etc.

MUTUAL TALKING MACHINE CO., Inc.

145 WEST 45th STREET

NEW YORK

"Buffalo Means Business"

Iroquois Sales Corporation

10-14 NORTH DIVISION STREET
BUFFALO, N. Y.

WE CAN MAKE
IMMEDIATE DELIVERIES

CARRY COMPLETE STOCK. TRY US FOR

P R O M P T S E R V I C E

WE ARE

W H O L E S A L E D I S T R I B U T O R S

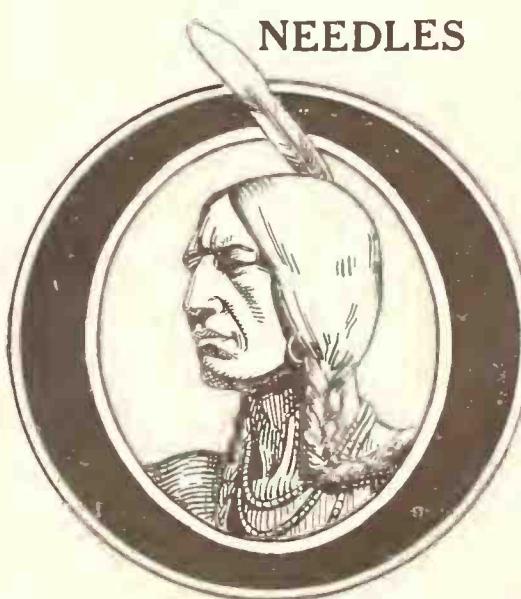
O F

**"MASTER-TONE and VITANOLA"
P H O N O G R A P H S**

NEEDLES

AND

ACCESSORIES



IROQUOIS

R E C O R D S

LIONEL M. COLE

(Formerly with Hoffman Piano Co.)

Sales Manager



"METRO" LATEST ENTRY IN FIELD

New Machine Made by the Metro Phonograph Co., New York—Factory Opened on Vesey Street Ready for Inspection of Trade

Announcement of the event of a new talking machine in the trade this month was made by the Metro Phonograph Co., of 154 Nassau street, New York City. This new talking machine has been named the "Metro" and will be produced in a number of models from table size to the large forty-eight inch floor model. Most of the models will be produced in four different finishes—mahogany, fumed oak, golden oak and old English oak. Particular attention has been given to the parts used in the new talking machine and it is announced that all models will be equipped with the same high quality parts.

A factory has been opened at 55 Vesey street, in close proximity to the sales office, which will allow the visiting trade to inspect the factory if desired, and will also eliminate all unnecessary delay in the filling of orders. An important policy of the new firm is the personal supervision of production, and the most rigid and careful test of the machine before it is allowed to leave the factory. This final test is not to be left to the judgment of an employe, but will be passed upon in all cases by one of the members of the firm. Another important policy of the firm, which will be of interest to the trade, is their decision to assume the war tax themselves.

Those in charge of the production of the "Metro" phonograph include Thad M. Parasandola, who will direct the sales activities. This gentleman is a musician of high repute and since early childhood has made music his life's study. He is an accomplished organist and pianist. The factory will be under the personal supervision of Ernest W. Mevoglioni. Nicholas W. Rosato has been appointed production manager and Vitus F. di Lustro will assume the general management of the affairs of the company. Mr. di Lustro is well known by the trade and needs no introduction.

BECOMING KNOWN ABROAD

MILWAUKEE, Wis., September 5.—J. H. Ellis, of 410 Jefferson street, this city, reports steadily increasing demand for the Ellis reproducer, of which he is the manufacturer. This specialty is becoming known abroad as well as in this country. Recently he filled an order for one Ellis reproducer for an Australian firm, and when he opened his mail the other day was pleased to find quite a large quantity order from the same house.

Mr. Ellis is rather proud of the fact that a small \$25 talking machine equipped with the Ellis reproducer furnished church music and violin selections at Graystone Chapel at Wauwatosa three Sundays during the past six weeks, and the musical effect secured was so pleasing that arrangements have been made for use of the same reproducer for special monthly services for the next two months.

J. S. Weaver, of Orrville, Ohio, has just returned from his vacation, which he spent on a tour to Denver, Colo., by auto. Mr. Weaver has just lately been able to get the complete room for his store, of which he has formerly occupied only one-half. He is now better prepared to take care of his ever-increasing talking machine and piano business.

Special on STEEL NEEDLES

We are contemplating closing a contract for **Thirty Million Needles**
Per Month within the near future, and must
arrange to sell them, and can quote prices
as follows:

For Immediate Delivery

10 thousand lots . . .	45c per thousand
100 thousand lots . . .	43c per thousand
500 thousand lots . . .	42c per thousand
1 million lots . . .	39c per thousand
5 million lots . . .	33c per thousand

LUCKY "13" PHONOGRAPH CO.
46 East 12th Street, New York

VICTROLA LIST PRICES INCREASED

Advances Made in Prices of All Models—Fixed Discount to Dealers Established

There has been announced as effective on September 5 a new schedule of retail list prices for Victrolas, which represent increases all along the line to take care of heavy advances in production costs. It is also announced that a fixed discount on all Victor goods has been established for the benefit of the dealer. The new list prices of machines are as follows:

Victrola IX-A	\$70.00
Victrola X-A	110.00
Victrola XI-A	130.00
Victrola XIV	200.00
Victrola XVI—Mahogany or oak.....	250.00
Victrola XVI—Walnut	312.50
Victrola XVI—Electric, m'h'g'y or oak	312.50
Victrola XVI—Electric, walnut	375.00
Victrola XVII—Mahogany or oak.....	300.00
Victrola XVII—Walnut	365.00
Victrola XVII—Electric, m'h'g'y or oak	365.00
Victrola XVII—Electric, walnut	430.00
Victrola XXV	115.00

JAPANESE UPHOLD TRADE MARKS

Supreme Court of Japan Hands Down Decision in Case of Philadelphia Concern Guaranteeing American Registered Trade Marks

George W. Pound, general counsel and manager of the Music Industries Chamber of Commerce, calls the attention of the trade to a recent trade-mark decision handed down in Japan which is of interest to all manufacturers of musical instruments. The Supreme Court of Japan has given unqualified support to an American trade-mark registered in Japan in the suit brought by the Miller Lock Co., of Philadelphia, to restrain the use by Japanese of the trade-mark of a padlock which the Japanese concern appropriated. The most noted Japanese counsel were employed in the case and the court upheld every essential of trade-mark rights as guaranteed under Japan's treaty with the United States. It means absolute prohibition of Japanese infringement of foreign trade-mark registered in that country. This decision on trade names is in sympathy with the highly developed American legal doctrine which frowns upon unfair business.

BILL FOR LABELING GOODS

Measure Embodying President's Suggestions Submitted in Senate

WASHINGTON, D. C., September 2.—Senator Jones, Republican, of Washington, has offered a bill in the Senate to provide that manufacturers stamp articles going into interstate commerce with the manufacturing cost price and that retailers affix a stamp stating the price at which they purchase articles sold to consumers. The measure follows the line of legislation urged by the President in his recent message to Congress as one means of striking at profiteering. Mr. Jones' bill follows:

"Resolved, That the manufacturer of any article produced after the passage of this act and intended to be put in interstate commerce shall plainly mark upon or attach to such article the cost thereof;

"That every retailer of any manufactured article carried in interstate commerce after the passage of this act shall put upon or attach to such article, before sold to his customers, in plain figures the cost of such article to him

"The Attorney General is authorized and directed to make such rules and regulations as he may deem necessary to carry out the provisions of this act.

"Any violation of any of the provisions of this act shall be a misdemeanor and shall be punished by a fine of not more than \$1,000 or by imprisonment for not more than one year, or by both such fine and imprisonment."

The bill was referred to the Interstate Commerce Committee.



HARPONOLA SPEAKS:

I am a builder of profits

I furnish a year long business

I keep times good that without me would be lean and even disastrous

I bring many customers to the store who buy much besides me

I take up little room

I require but small investment

I am a true friend to the wise merchant

Cabinets built by Mersman Brandts Brothers in a separate up-to-date factory

Ask for the HARPONOLA Proposition

HARPONOLA COMPANY

By EDMUND BRANDTS, Sales Manager

CELINA, OHIO

Okeh RECORDS

Furnish the dealer a sure supply of high-grade selections that will sell on a right profit basis. Ask for the Okeh Record proposition.

Hallet & Davis Piano Co.
146 Boylston St.,
Boston, Mass.

Bristol & Barber
111 East 14th St.,
New York

Pathé Frères Phonograph
Company
City Sales Department
18 East 42nd St.,
New York

National Piano Co.
305-307 N. Howard St.,
Baltimore, Md.

Interstate Phonograph Co.
1026 Chestnut St.
Philadelphia, Pa.

Pittsburgh Talking Ma-
chine Co.
963 Liberty Ave.,
Pittsburgh, Pa.

Rochester Phonograph Co.,
Inc.,
44 Clinton Ave., North
Rochester, N. Y.

Buffalo Wholesale Hard-
ware Co.
317 Washington St.,
Buffalo, N. Y.

Weaver Piano Company
York, Pa.

M. Seller & Co.
Fifth and Pine Streets,
Portland, Oregon

M. Seller & Co.
Spokane, Washington

Wm. Volker & Co.
Main, 2d & 3d Sts.,
Kansas City, Mo.

Wm. Volker & Co.
Houston, Texas

Wm. Volker & Co.
Denver, Colorado

Armstrong Furniture Co.
59 N. Main St.,
Memphis, Tenn.

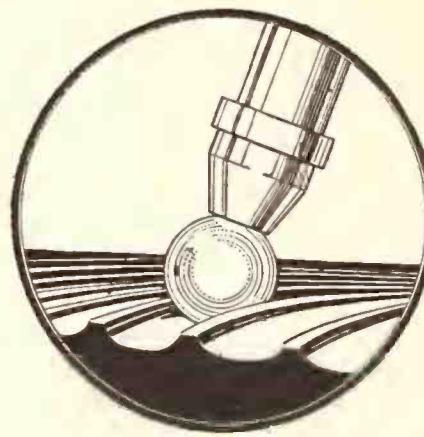
John A. Futch Co.
630 Washington St.,
Jacksonville, Fla.

Gray & Dudley Co.
Nashville, Tenn.

Harbour-Longmire Phono-
graph Co.
1001 Elm St.,
Dallas, Texas

DISTRIBUTORS

for



**THE PATHÉ
SAPPHIRE BALL**
IS ONLY ONE OF THE
MANY EXCLUSIVE
AND BEST FEATURES
OF THE
PATHÉ PHONOGRAPH
NO NEEDLES TO CHANGE

Harbour-Longmire Phono-
graph Co.
311 W. Main St.,
Oklahoma City, Okla.

The Fischer Company
940 Chestnut Ave.,
Cleveland, Ohio

The Fischer Company
44-46 Vine St.,
Cincinnati, Ohio

Churchill Drug Co.
Burlington, Ia.

Churchill Drug Co.
Peoria, Ill.

Churchill Drug Co.
Cedar Rapids, Ia.

Fuller-Morrison Co.
540 W. Randolph St.,
Chicago, Ill.

Hellprung & Grimm
904 Washington Ave.,
St. Louis, Mo.

W. W. Kimball Co.
Jackson & Wabash Aves.,
Chicago, Ill.

Mooney, Muller & Ward
Company
101 S. Meriden St.,
Indianapolis, Ind.

Salt Lake Hardware Co.
Salt Lake City, Utah

G. Sommers & Co.
Park Square,
St. Paul, Minn.

Williams, Davis, Brooks &
Hinchman Sons
26 Congress St.,
Detroit, Mich.

Wright & Wilhelmy Co.
Tenth & Jackson Sts.,
Omaha, Neb.

Western Phonograph Co.
985 Market St.,
San Francisco, Cal.

Western Phonograph Co.
820 S. Broadway,
Los Angeles, Cal.

Morley Murphy Hardware
Company
Green Bay, Wis.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, Pres.

10-56 Grand Avenue

and London, England

Brooklyn, N. Y., U. S. A.

The Pathe Freres Phonograph Co. of Canada, Ltd., Toronto



POPULAR SONGS

You Don't Need the Wine to Have a Wonderful Time (from "Ziegfeld Follies of 1919").....	Eddie Cantor	22163
Oh! The Last Rose of Summer (from "Ziegfeld Follies of 1919") (Ruby-Cantor-Donce).....	Eddie Cantor	10 in. 85c.
Daddy Long Legs (Lewis-Young-Ruby).....	Henry Burr	22148
I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent).....	Lewis James	10 in. 85c.
Oo-Sole-Mi (Clark-Monaco).....	Miss Patricola	22160
You Can't Get Lovin' Where There Ain't Any Love (Skidmore-Baxley).....	Miss Patricola	10 in. 85c.
Yearning (Moret).....	Sterling Trio	22159
Hearts (MacDonald-King).....	Lewis James	10 in. 85c.
Tulip Time (from "Ziegfeld Follies of 1919") (Vocal Obbligato by Sylvia Swan).....	Henry Burr	22161
Mandy (from "Ziegfeld Follies of 1919") (Berlin). Invincible Four	10 in. 85c.	
Dreamy Alabama (MacDonald-Earl) (Tenor Duet). Lewis James and Chas. Hart	22162	
Tell Me Why (Coburn-Rose).....	Lewis James	10 in. 85c.
Oh, You Women (Green-Stept).....	Arthur Fields	22155
Laughing Water! Ha, Ha, Ha! (West-Gold)....Invincible Four	10 in. 85c.	
Ragging the Chopsticks (Gottler-Frimi) (Archie Gottler at the Piano).....	Arthur Fields	22156
And He'd Say Oo-La-La! Wee, Wee! (Ruby-Jessel). Billy Murray	10 in. 85c.	
Gimme This, Gimme This, Gimme That (from "Oh What a Girl") (Gilbert-Vincent).....	Billy Murray	22157
Sipping Cider Thru a Straw (Morgan-David). Collins and Harlan	10 in. 85c.	
Sweet Kisses (Brown-Von Tilzer).....	Acme Male Quartet	22158
Hawaiian Lullaby (Terriss-Bridges) (Tenor Duet). Lewis James and Chas. Hart	10 in. 85c.	

DANCE RECORDS

You Don't Need the Wine to Have a Wonderful Time (from "Ziegfeld Follies of 1919") (One Step) (Vocal refrain by Arthur Fields).....	Nicholas Orlando's Orchestra	22165
Hindu Rose (Weslyn-Moret) (Fox Trot). Nicholas Orlando's Orchestra	10 in. 85c.	
Honeymoon (Arden) (Waltz) (Vocal refrain by Harry McClaskey).....	Nicholas Orlando's Orchestra	22166
Will O' Wisp (from "A Lonely Romeo") (Fox Trot). Nicholas Orlando's Orchestra	10 in. 85c.	
Castles in Spain (Edwards) (One Step). Nicholas Orlando's Orchestra	22168	
Jerry (Basket) (Fox Trot).....Nicholas Orlando's Orchestra	10 in. 85c.	
The Dancing Deacon (Bryan) (Fox Trot)....Jim Europe's Band	22167	
Clarinet Marmalade (Sheilds-Ragas) (One Step). Jim Europe's Band	10 in. 85c.	
Shake Your Shoulders (Green) (Fox Trot). Green Brothers' Xylophone Orchestra	22164	
The Vamp (Gay) (One Step). Green Brothers' Xylophone Orchestra	10 in. 85c.	

OPERATIC AND STANDARD VOCAL RECORDS

Carmen (Bizet) "Je dis que rien ne m'epouvrante" (Micaela's Air) (In French).....	Claudia Muzio	54031
Rigoletto (Verdi) "Caro Nome" (Gilda's Air) (In French). Yvonne Gall	60077	
Herodiade (Massenet) "Il est doux, il est bon" (He is Kind, He is Good).....	Yvonne Gall	12 in. \$2.00
La Tosca (Puccini) "Cantabile di Scarpia" (Venai, My Enemies Call Me) (In Italian). Luigi Montesanto	27021	
Zaza (Leoncavallo) "Zaza, piccola zingara" (Zaza, Little Gypsy) (In Italian). Luigi Montesanto	10 in. \$1.00	
Christ in Flanders (Stephens).....	Paul Althouse	27022
Waiting (Rigby-Coke).....	Paul Althouse	10 in. \$1.00
Dear Old Pal of Mine (Robe-Gitz Rice).....	Turner Roe	22150
Bring Back the Sunshine (Deane).....	Lewis James	10 in. 85c.
Mavis (Craxton).....	Percy Hemus	52044
Could I (Marzials-Tosti).....	Percy Hemus	12 in. \$1.50
Sleep Baby, Sleep (Hadley) (Yodling).....	Matt Keefe	22151
The Strolling Yodler (Keefe-Heinsman) (Yodling)....Matt Keefe	10 in. 85c.	

INSTRUMENTAL RECORDS

Elli, Elli (Orthodox Version) (Violoncello Solo with Piano Acc.)	Hans Kronold	25032
Kol Nidre (Day of Atonement) (Violoncello Solo with Piano Acc.)	Hans Kronold	10 in. \$1.00
Melodie, Op. 42 (Tschaikowsky) (Violin Solo with Piano Acc.)	Max Dolin	40178
Slavonic Fantasy (Songs My Mother Taught Me) (Violin Solo with Piano Acc.)	Max Dolin	12 in. \$1.25
Sousa March Medley (Sousa) Intro.: (1) "The Liberty Bell," (2) "Jack Tar," (3) "The Stars and Stripes Forever" (Accordion Duet)	Boudini Brothers	22154
Neapolitan Tarantella Medley (Boudini Brothers) (Accordion Duet)	Boudini Brothers	10 in. 85c.
El Capitan (Sousa) (March).	U. S. Military Academy Band of West Point	22152
Manhattan Beach March (Sousa), U. S. Military Academy Band of West Point	10 in. 85c.	
La Feria, No. 1 (Lacome) ("Los Toros"), Garde Republicaine Band of France	40177	
La Feria, No. 2 (Lacome) ("La Reja"), Garde Republicaine Band of France	12 in. \$1.25	
The Glad Girl (Lampe) (Idylle)....National Symphony Orchestra	40176	
Moonlight (Moret) ("A Serenade"), National Symphony Orchestra	12 in. \$1.25	
Lettre de Manon (Gillet) (Novelette)....Paris Grand Orchestra	22153	
Tres Jolle (Waidteufel) (Concert Waltz), Paris Grand Orchestra	10 in. 85c.	

HAWAIIAN RECORDS

Yearning (Moret).....	Hotel Biltmore Hawaiian Orchestra	22149
Sweet Hawaiian Moonlight (Frost-Klickman), Hotel Biltmore Hawaiian Orchestra	10 in. 85c.	

PATHÉ FRÈRES PHONOGRAPH CO.

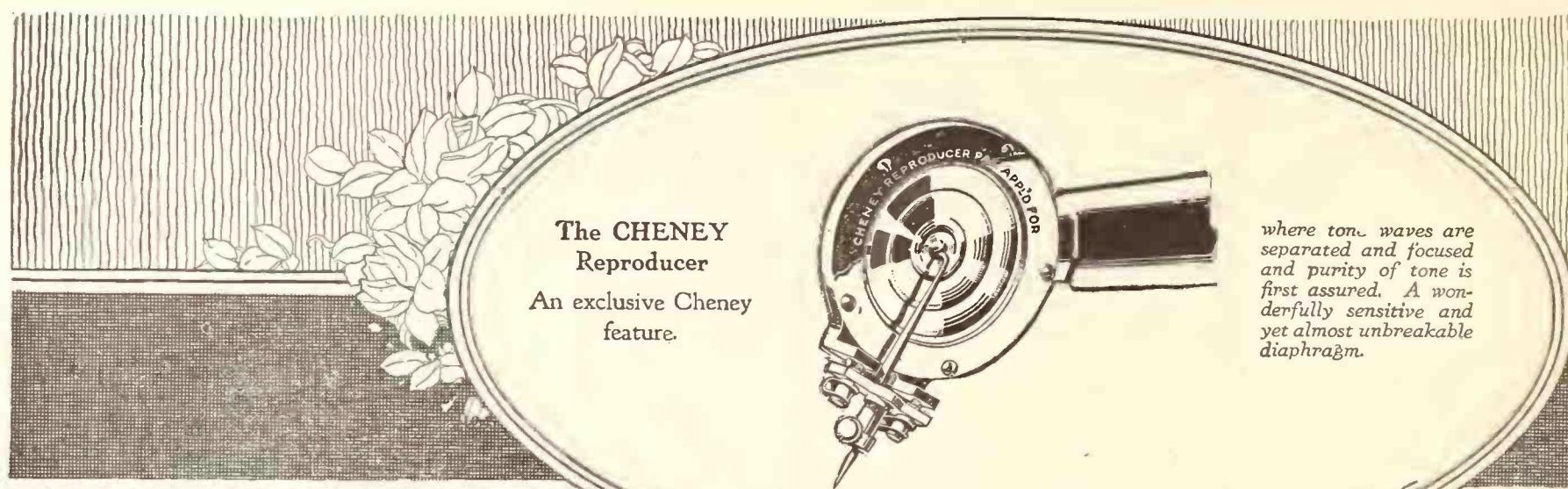
E. A. WIDMANN, Pres.

10-56 Grand Avenue

and London, England

Brooklyn, N. Y., U. S. A.

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



The CHENEY
Reproducer
An exclusive Cheney
feature.

where tone waves are separated and focused and purity of tone is first assured. A wonderfully sensitive and yet almost unbreakable diaphragm.

The **CHENEY** PHONOGRAPH

Improvements in Phonographs Were Inevitable

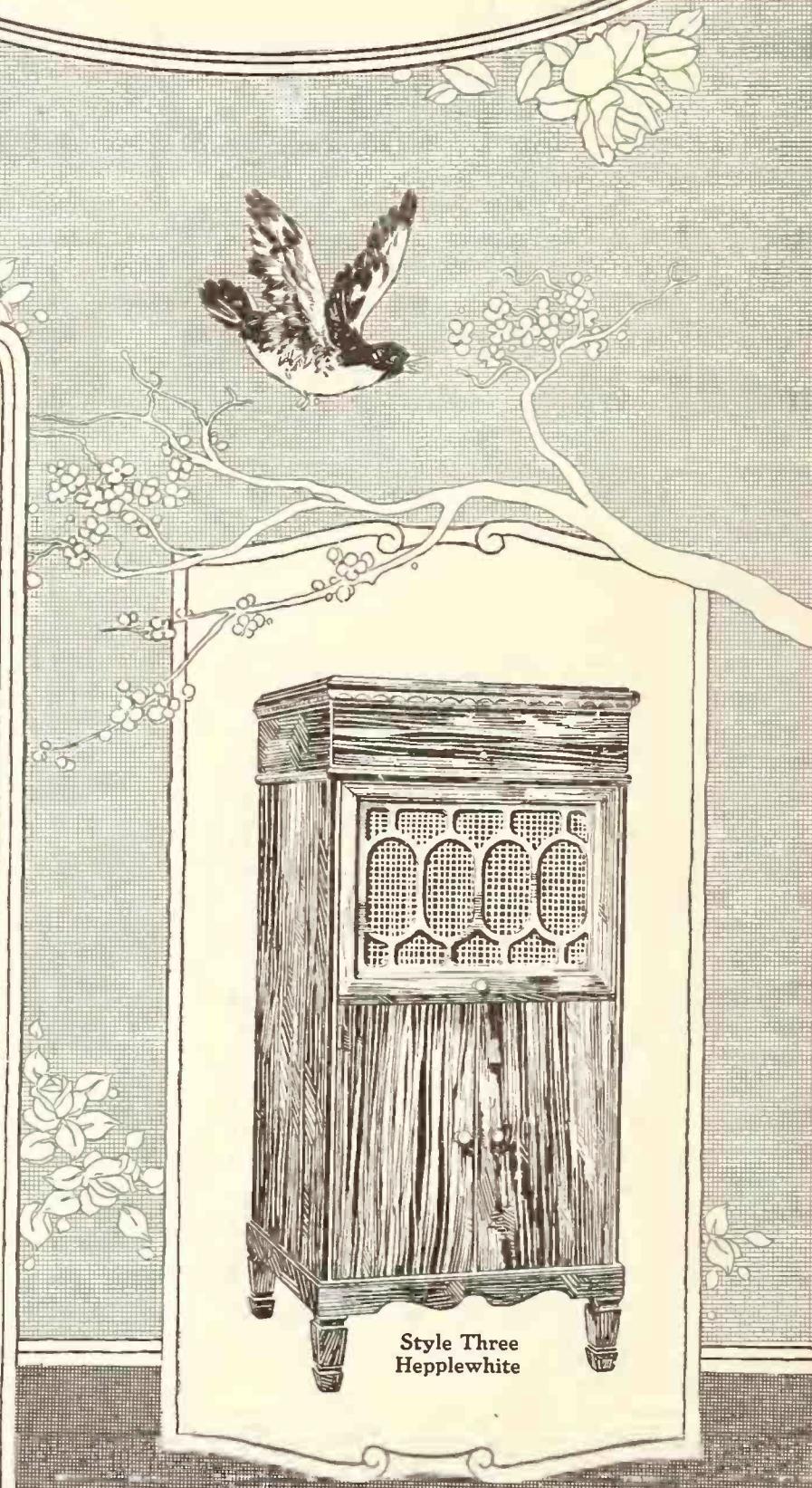
IT has long been understood that the ultimate in phonographs had not been reached. Needle scratch, imperfect reproduction, distortion of sound waves and inability to exactly reproduce the tonal timbre of such instruments as the piano have been obstinate limitations.

Forest Cheney, musician, and inventor, determined that if the fundamental principles of the violin and pipe organ could be adapted to the phonograph that it would be a vast improvement.

He succeeded! The Cheney Phonograph is the wonderful result of his experiments. The principles upon which it is based are covered by *basic patents*. You have never heard phonograph tones so marvelously pure and sweet.

Many of the most discriminating dealers in the country now sell the Cheney from their floors. The agency for the Cheney in a community has become a prized possession.

Cheney Talking Machine Company
831 Marshall Field Annex Building
24 North Wabash Avenue
Chicago, Illinois



Style Three
Hepplewhite

Drug Stores Proving Good Sales Centers For "Talkers" and Records

By J. I. Carroll
Mgr. of Sales Emerson Phono Co.

The rapid development of the talking machine industry is one of the amazing features in the world of manufacture. About twenty-five years ago the first commercial talking machine built to play disc records was made. By commercial I mean an instrument that could reproduce a tune, or give a representation of a singer and of the singing voice that possessed human tone characteristics. It was, however, a long way off from a commercial product, in the sense that it had reached anything near present-day reproduction.

Nevertheless, the great thing had been accomplished; the rapidly developing art had progressed to that point where musical instruments and the human voice could be reproduced. The only thing necessary was constant and tireless experimentation for the purpose of endless improvement. The result is that to-day there are hundreds of manufactures of phonographs which are eminently excellent, and which answer the requirements of even the critical.

While this improvement has gone forward in the manufacture of machines, the advance in the quality of the record has been even greater, until to-day not only is the human voice made to record with absolute nicety, but it has been found possible to produce the recording of the most delicate instrument, preserving the finest technique to such a degree that the recordings are almost impossible to detect from the instruments themselves. There are several companies manufacturing records of excellence to-day, and on these records are reproduced, clearly and exactly, not alone the ordinary band pieces and the singing of the every-day songs, but there are exquisite recordings of the greatest artists both instrumental and vocal. The Metropolitan Opera House has been brought to the door of the remote farmhouse. Great stars of the musical comedy stage and the celebrated comedians of the vaudeville stage are daily performers in the parlors of the most modest artisan, in the factory and mining towns. In other words, the spread of the music of the masses and the classes has passed beyond its former limitations and this music is now being placed in the hands of anyone inclined to desire it, and at a fixed price that makes it easily available for rich and poor alike.

At the outset talking machines and records

were considered suitable merchandise for a piano store or a music store, but as the development proceeded and the public eagerly sought this inviting form of diversion the department stores equipped display rooms, some of them almost palatial, for the reception of buyers. What formerly were small music stores sprung up into magnificent structures, giving three and four stores to the selling of talking machines and records alone. They were fitted up in a style lavish in costliness and beauty, and so it continued until various kinds of stores that never handled music of any sort suddenly found themselves deep in the marketing of these goods, and with great profit to themselves: in

in the phonograph industry. Naturally they have gone to that trade which was best known to them, namely, the local druggist.

Some druggists were slow to see the possibilities in the handling of phonograph merchandise, but, though slow at first, when once they decided to take up the product they went into the game with every ounce of energy, until to-day they are among the most successful outlets for phonographs and records. The business has developed so enormously with certain druggists that the drug end of their business to-day is only of minor importance in comparison with the sales of phonograph products. This industry has brought fortunes to numberless druggists, who before that time had been doing only a comparatively modest business.

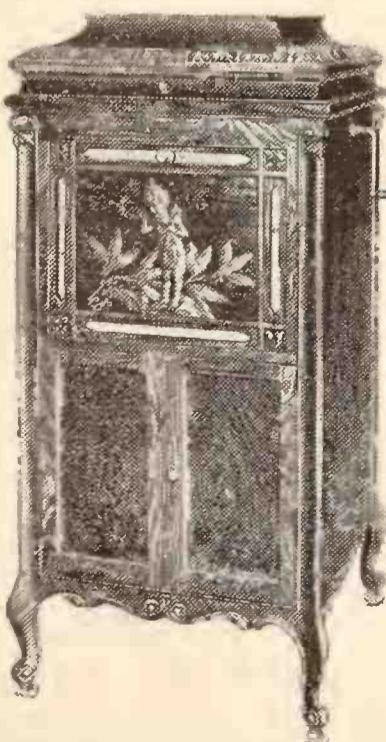
Talking machines, and especially records, find a most natural outlet through the local druggist, first, because the druggist has such a large transient and ever-flowing trade—particularly in a small town, where he is, as a rule, in more intimate touch with the family life than anyone in town, with the possible exception of the family physician. Owing to this ever-flowing tide of prospective purchasers, the well-conducted and properly displayed phonograph record department in a drug store brings the public of that town or locality constantly in touch with the latest and best of the popular and classic music. The opportunity for the sale, particularly of the popular record, is especially strong in the case of the druggist. He has almost every person in town coming to his store at some time or other during the week or month, and he also has all classes of trade. Sales are frequently made to customers who originally came for some article other than music, but having once reached the store become interested in the phonographs and records through the fact that they cannot avoid noticing them as they enter the store.

In this way the druggist has big opportunities in the handling of this class of merchandise. This is particularly true in practically all towns outside of the very big cities; and even in the big cities the chances for profitable sales on phonograph merchandise are particularly large; as a result, many of the best dealers are among these same druggists.

Ever-Flowing Trade in Drug Stores Has Made Them a Center For Talking Machine and Record Sales

fact, to such an extent, in most instances, that their former business became incidental to the bigger, broader and more profitable one of catering to the growing popular demand for this new form of home entertainment.

One of the last to take up the sale of records and phonograph merchandise was the drug store; but no class of merchants in such a comparatively short time has shown such forward strides in this field as proprietors of drug stores. Realizing the possibilities in this field they went into this business actively and reached out in a progressive way for the trade that was not only there, but always increasing. At this writing several of the most energetic and successful phonograph and recording jobbing concerns in this country are organizations long famed in the jobbing of drugs and drug sundries. These companies have built up tremendous prestige



The Wonderful Tone Production of **PHON D'AMOUR**

is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

PHON D'AMOUR

THE FRITZSCH PHONOGRAPH CO.

N. W. C. Main & Canal
CINCINNATI, OHIO

BUFFALO MERCHANTS PLAN BIG FALL TRADE

Complaints Still Prevail of Shortage of Machines and Records, but Dealers Are Hopeful That Their Needs Will Be Supplied Before the Holiday Season—News of Changes

BUFFALO, N. Y., September 8.—The best August in their business history is the general verdict of Buffalo's talking machine merchants in regard to last month's trade. A shortage of goods is in sharp contrast to the fine trade in sight.

Buffalo's talking machine merchants made plans at the end of August for a fine rush of trade early in September, when most of the vacationists will have returned to their homes. It is believed that this lively campaign will continue right up to Christmas time. Newspaper advertising on the part of local stores has been rather light in July and August. There will be no lull in publicity, however, during the coming autumn.

"Buy Now" is the slogan of most of the talking machine men. This warning is likely to be heeded by the public, now pretty well accustomed to the upward trend of the costs of labor and materials.

Fifty years with Adam, Meldrum & Anderson Co., Pathéphone dealers, is the fine record of Thomas Morton Gibson, who is vice-president and general manager of that firm. In honor of this long period of faithful service Mr. Gibson was recently the central figure of an interesting celebration at this store. Employes presented him with a beautiful silver loving cup, a pair of diamond and sapphire cuff links set in platinum and richly engrossed resolutions on parchment. The gifts also included fifty American beauty roses. Mr. Gibson, who is seventy-four years old, is energetic and keen-minded. He began as a salesman for that firm.

A street-car strike in Olean, N. Y., for several weeks has given the talking machine business in that city quite a setback.

Prosperity was well reflected in Buffalo's Labor Day parade this year. Local talking machine merchants who viewed the procession noted plenty of signs that mechanics employed here are earning excellent wages and are well able to buy high-priced talking machines and records this fall and during the coming winter.

The opening of the Rudolph Wurlitzer Co.'s new building on the west side of Main street between Chippewa and Tupper will take place at an early date. Carpenters, painters and other artisans are busy converting the structure into "a veritable palace." It is said that the opening features will be on an elaborate scale and will cause Buffalonians "to sit up and take notice."

Many candy and ice cream stores have been opened in Buffalo and western New York since prohibition went into effect on July 1. To attract and amuse the patrons of many of these places talking machines have been installed.

It is predicted that the dance craze will strike Buffalo with considerable force this fall and during the winter. In this connection it is said there will be plenty of home dancing to music supplied by talking machines.

Judging from the extra record trade which the talking machine stores here received from strangers this summer, the downtown dealers report that 1919 will be the biggest tourist year in Buffalo's history—with the possible exception of the summer of the Pan-American Exposition.

"The Horseshoe," the new improvements being made at the store of Victor & Co., Pathéphone dealers, is nearly completed. When the first floor is completely remodeled the firm expects to have one of the finest display floors and arrangement of offices in the country.

Large automobile and rubber corporations in this city are advertising for the services of Dictaphone and Ediphone operators.

The Hoffman Piano Co., which handles the Pathéphone and Brunswick phonographs, is remodeling its store. The talking machine booths



Phonograph Deliveries Effective October

THE Regina Company for over 25 years has been the largest manufacturer of music boxes in the United States.

Now, to their quality products they have added a wonderfully handsome phonograph in eight models.

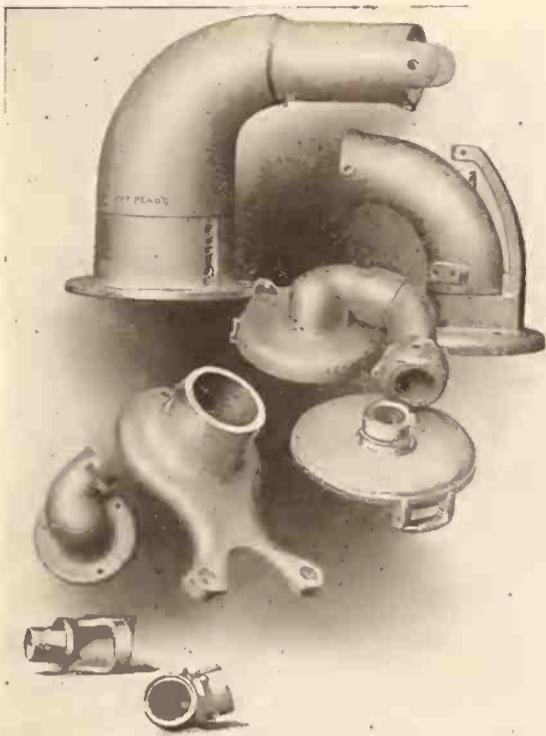
This phonograph is certain to appeal to the public because of its excellence and its splendid value. It has behind it the established reputation of the Regina Company and in products bearing the Regina name the public justifiably has confidence.

We have been fortunate in securing the distributing rights for the new Regina Phonograph in the States of New York and New Jersey. We invite you to call and see the superb instrument now ready. If you can't call, write for our exceptionally attractive dealer proposition.

We offer prompt deliveries effective October.

BROWN, McMANUS & CO.

51 East 42nd Street - - - - New York City.



DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying, and as a result of formulas especially developed for their use all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.

DOEHLER DIE-CASTING Co.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y.

WESTERN PLANT
TOLEDO, OHIO.

SALES OFFICES IN ALL PRINCIPAL CITIES

are being enlarged and other improvements being made, including a new balcony. A shortage of machines is reported by this firm.

The Iroquois Sales Corp., which handles talking machines, records and accessories, has been organized. The officers are: President, E. A. Eisele; secretary and treasurer, Ralph E. Smith; sales manager, L. M. Cole; resident manager, F. D. Clare. Mr. Clare recently returned from France, where he served for sixteen months in the Motor Corps. The new concern will distribute Okeh records.

It is believed that extra trade will be attracted to the talking machine stores in Main street between Chippewa and Tupper by the \$1,500,000 theatre to be erected in this neighborhood by the Shea theatrical interests. The entrance of this big showhouse will be between the Koenig Piano's Co.'s store and that of Charles Kurtzmann.

Buffalo dealers are pleased over the increased price in Victrolas. The new price list went into effect September 5. The sale of Red Seal records at reduced prices has caused an increased demand for this merchandise.

"Many purchasers also bought popular records, so the benefits from this sale were many," remarked one dealer.

Gordon Mitchell, of the Mitchell Hardware Co., Victor dealers of Ashtabula, O., recently visited Buffalo. Mrs. Mitchell, who accompanied him, became ill on the Cleveland and Buffalo steamer and was removed to the Buffalo General Hospital, where she underwent an

operation for appendicitis. At this writing the patient is showing rapid improvement. Mr. Mitchell later called at the headquarters of W. D. & C. N. Andrews.

Columbia records and attractive posters advertising them are featured in the show window of the Winegar Piano Corp.

F. E. Russell, manager of J. N. Adam & Co.'s Victrola department, spent his recent vacation motoring through the Middle Western States. He visited several wholesale talking machine stores on his trip. During his absence his department was in charge of Floyd Barber. Miss Florence Gress has been appointed record specialist at this store.

L. K. Scott, manager of the William Hengerer Co.'s Victrola department, has returned from his vacation, during which the department was in charge of H. J. Childs. D. A. Evans has joined the sales force there.

The William Hengerer Co. and the J. N. Adam & Co.'s Victrola departments are no longer controlled by the Musical Instrument Sales Co. of New York. Wholesalers will find the Buffalo firms in the market for merchandise.

Buffalo Victor dealers expect to be displaying shortly the new style of Victrolas in American walnut.

Buffalo dealers in all makes of machines say that they expect a heavy business in September. The new records this month are real winners, it is said, and are proving popular among the record buyers of this city.

MUTUAL TO OPEN CHICAGO OFFICE

Wm. Phillips, of the Mutual Talking Machine Co., the Manhattan Phono Parts Co. and the Supreme Phono Parts Co., announces the opening of a Chicago office to represent the above-named firms. At the present moment the exact location of these new offices has not been determined, but it will probably only be a matter of days before Mr. Phillips will be able to announce the address to those interested. These Chicago offices will be in charge of H. Engel, who was formerly with Landay Bros.

A new Pathé dealer in Manteca, Cal., is the firm of Hogan & Kinucan. These two men were formerly connected with the trade in Oakland.

FLEXIFILE
CHICAGO, U.S.A.

THE PERFECT RECORD FILING SYSTEM

FOR
ALL STYLES OF TALKING MACHINES
MANY THOUSANDS IN USE

DEALERS AND MANUFACTURERS
Desirous of supplying their customers with the best possible equipment should

FURNISH FLEXIFILE

It is a pleasure to use FlexiFile, because of its Simplicity, ease of operation, perfect indexing and greater capacity

INFORM YOURSELF by writing immediately to

FLEXIFILE MANUFACTURING CO.
115-117 EAST SOUTH WATER STREET
CHICAGO

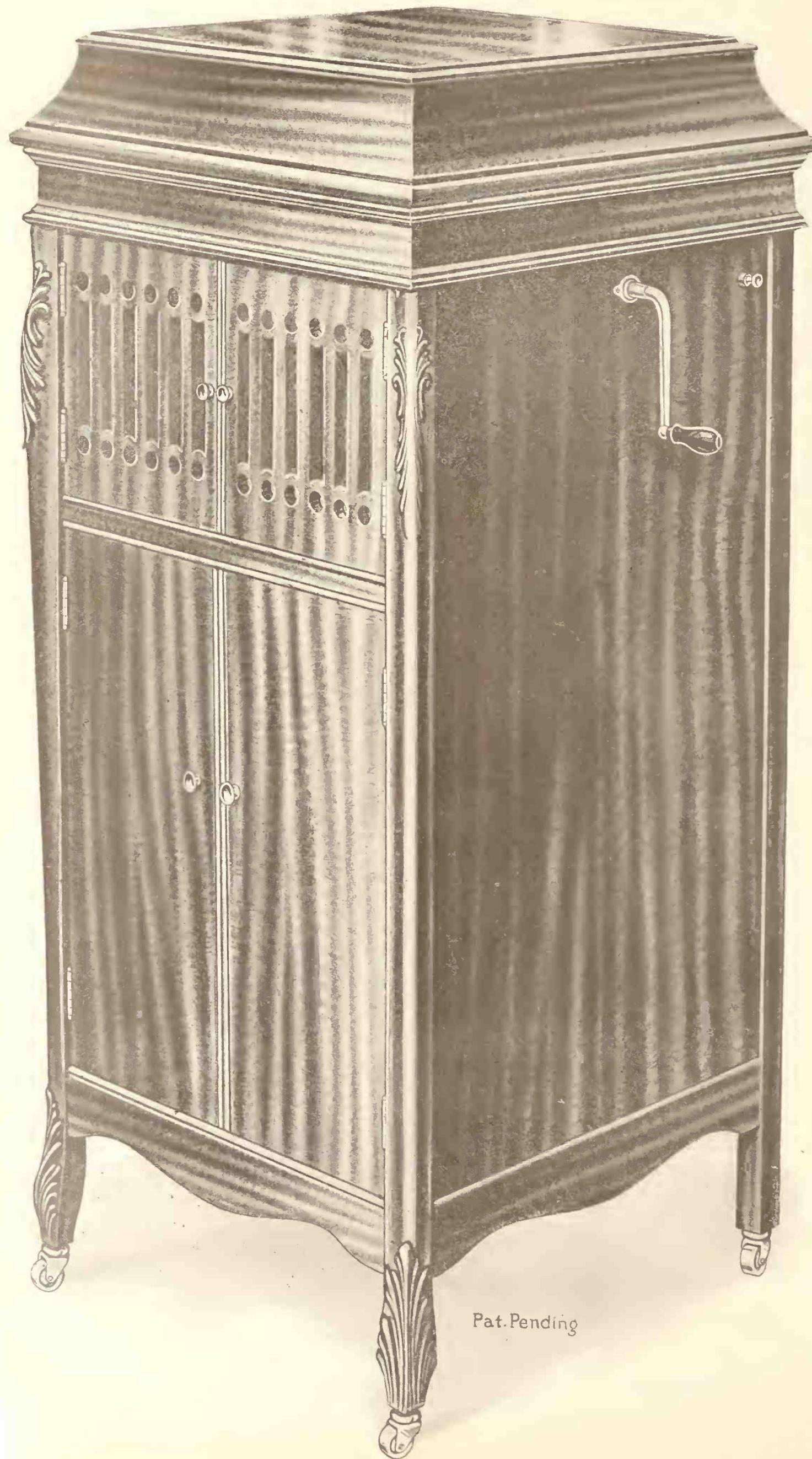
GOLD PLATING of Tone Arms, Sound Boxes and Phonograph Parts
OUR SPECIALTY

PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc.

20-22 JACOB STREET
NEW YORK CITY

WORLD PHONOGRAHS



are always interesting in regard to distinctive and tonally meritorious equipment, and in case design. The Style 175 shown herewith is covered by design patent. Dealers say it is the best selling "World" they have ever had and that is saying a good deal! Model 175 is made in Adam brown mahogany, walnut and golden oak finishes — height 50 inches, width 21½ inches, depth 22½ inches; motor, multiple spring, constant speed, non-vibrating and mounted free from contact in resonating parts; equipped with "World" patent horn and "World" improved tone arm and sound-box. Price \$175.00, including war tax. For gold trimmings, add \$10.00 to net price.

*The only
come-backs on
"World"
phonographs
are satisfied
customers.*

World
Phonograph
Company

736 Tilden Ave.
CHICAGO, ILL.

Another "World" Beauty



World No. 375

Georgian :: in Mahogany

Height 34 Inches Width 45 Inches Depth 24 Inches

The grace, charm and refined richness characteristic of the Georgian period of furniture and decorative design live again in this superb World art model. The cabinet work, in design and execution, is true to the finest traditions of old world craftsmanship. The beautiful selected woods used in the cabinet enhance its artistic appearance. The Georgian model would add to the beauty of the finest home.

*The only
come-backs on
"World"
phonographs
are satisfied
customers*

**World
Phonograph
Company**
736 Tilden Ave.
CHICAGO, ILL.



Van and Schenck sing "Oh! How She Can Sing." You'll Say: Oh! How They Do Sell! —A-2757.

SISTINE QUARTET TO MAKE RECORDS

Singers From the Vatican Now on Tour of the United States Record for Lyraphone Co. of America—First Releases Next Month

The Lyraphone Co. of America, manufacturers of the well-known Lyric records, announced recently that they had obtained for recording purposes the services of the Sistine Chapel Quartet, from the Sistine Choir, Rome, which has just arrived for a tour of the United States, in the course of which over 200 concerts will be given. The tour was arranged by special permission of the Vatican and the Italian Government.

The quartet is particularly interesting in that it is claimed to contain the only living natural male soprano and also a male contralto. The singers are Allesandro Gabrielli, soprano; Luigi



The Sistine Quartet

Gentili, contralto; Ezio Cecchini, tenor, and Augusto Dos Santos, basso. Albert Commetti is the accompanist.

The coming of the Italian church singers is an event of great interest in musical circles, since it is the first appearance here of singers from the Sistine Choir. This choir is composed of thirty-two choral chaplains, whose special privilege it is to appear at the ecclesiastical functions at which the Pope appears in person. Some of the music which will be sung in America was written in the fourth century and is of exceeding interest to musicians.

The Lyraphone Co. announces that the first recordings of the quartet on four double-face records will be released for October and will be featured strongly by the company. The fact that the quartet will be on tour while the records are in the hands of the dealers should in itself serve to stimulate sales if the retailers take the proper advantage of the opportunity. The singers have received a great quantity of publicity in the newspapers since their arrival in America and have also been featured in motion pictures.

Columbia Graphophone Co.
NEW YORK

PROVES AN ABLE EXECUTIVE

E. G. Brown Has Done Excellent Work as Secretary of Talking Machine Men, Inc.

The Talking Machine Men, Inc., the organization of retail talking machine dealers in New York and vicinity, have made great progress during the past two years both in increasing its membership and in the rating of standards of business practice in the metropolitan district, due to the efforts of an energetic staff of executive officers, and the interest displayed by the rank and file of the membership.

During the past few months over fifty members have been added to the association roster, and there has been much done to discourage



STANLEY EMBORESSED METAL NAME PLATES

Advertise your name on your talking machines, pianos and musical instrument cases. They remain year after year, daily impressing your name on the mind of your customers and prospects so they will come to you when in need of further supplies. Unlike the ordinary etched plate or transfer they are made in beautiful metal finishes to harmonize in richness and distinctiveness with the very highest quality cabinet and enhance rather than detract from its appearance. Not even the most fastidious object to them.

Link your name with the manufacturer's Trade Mark. See cut above. We make them in a number of different sizes and shapes. Any style of lettering or trade mark can be incorporated in your design.

STANLEY'S EMBOSSED METAL NAME PLATES ARE MADE IN two weights; a thin plate with a gummed back or heavier metal with holes punched to fasten on with brads.

Let Us

submit samples and suggestions for an artistic, attractive name plate for you. Our artists, who have made a special study of name plate designing are at your service.

Write today for free samples.

The Stanley Manufacturing Co.
DAYTON, OHIO



E. G. Brown

trade practices that have been considered incompatible with trade ethics.

Among the executive officers of the association none have been more active in the association's behalf than E. G. Brown, the secretary of the body. His work has been done so well that it is not only met with appreciation in his own organization, but it has attracted attention in association circles in many cities throughout the country.

As a mark of appreciation of the energy and efforts, both mental and physical, which he has put forth in behalf of the Talking Machine Men, Inc., that organization at a recent meeting raised the yearly salary of his office to \$400 a year. This action was endorsed unanimously and all were in favor of the new salary taking effect at once.

**DIAMOND POINTS
and SAPPHIRES**
In Any Quantity
LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York



The
Nightingale

Nightingale Dealers are sending out the new "consumer booklet" to their customers with splendid results . . . The Nightingale Manufacturing Company, of 422 N. Armour Street, Chicago, furnishes these complete with Dealer's imprint—as one feature of its free Dealer Service. . . .



Specimen
Pages—

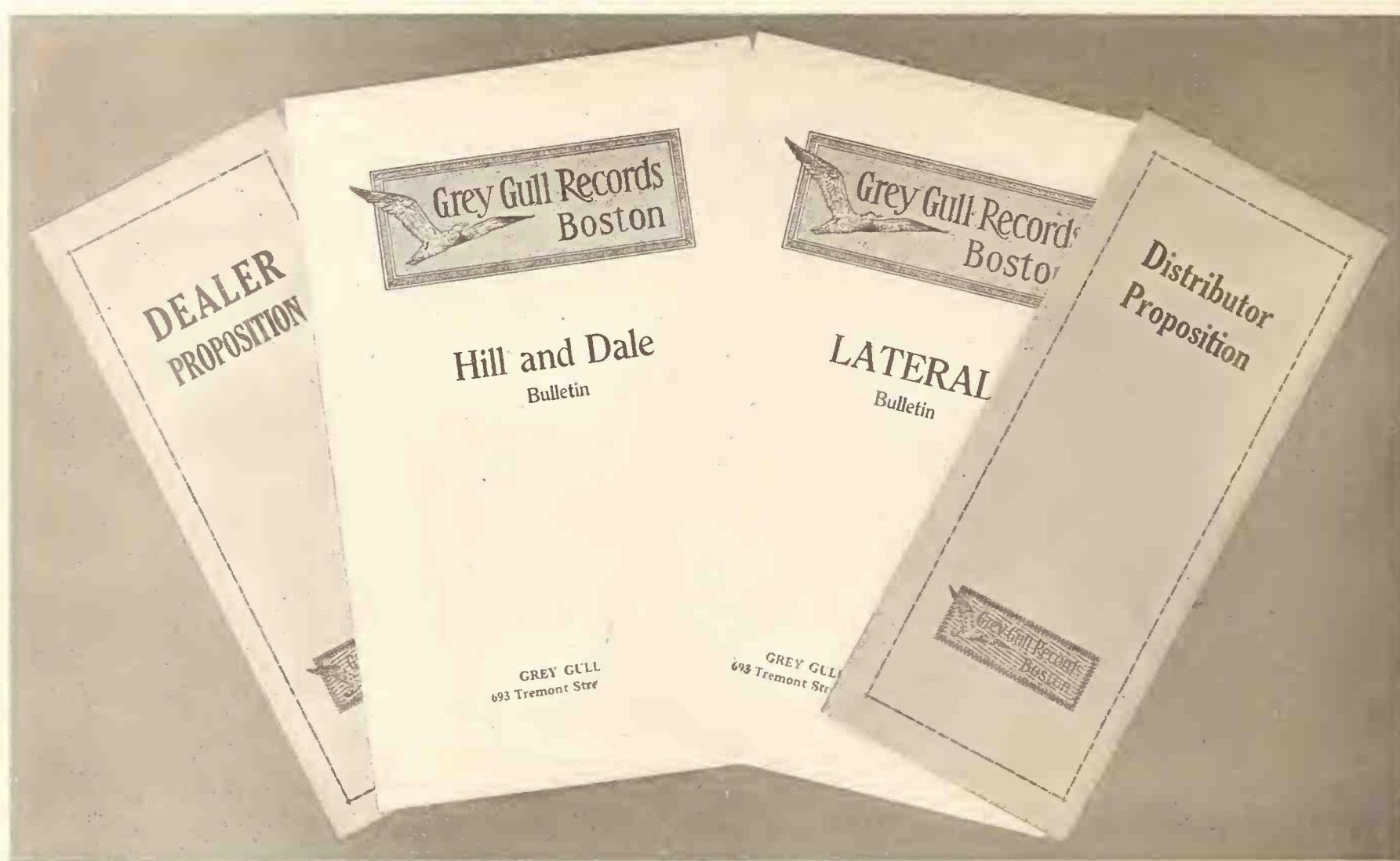
—from *The Nightingale's*
"Consumer
Booklet"



THE Nightingale pictured on this page is not one of the regular standard models, but our special "period" model—equipped with either Johnson electric or Stephenson spring motor—metal parts finished in gold.

Special designs and finishes are available—*built to order*—to harmonize and blend subtly with the architecture and decorative schemes of the most beautiful homes.

The three standard models, now ready for your inspection at our store, are briefly described on the following pages.



Free! Any or all of these leaflets will be sent to you in answer to a request on your business letterhead. There are no secrets about our terms to the trade.

Grey Gull Records are made attractive to you, *not* by unusually large discounts; nor by special concessions of *any* kind. They are made attractive to you because you are certain that *nobody* is buying them on better terms than those published; because they are beautifully recorded and cleanly printed; because they are made by a responsible, strongly financed concern; because you can be sure of getting your monthly quota promptly and regularly, this year, next year, five years from now and twenty years from now. Write us today, at 693 Tremont Street, Boston.



"The Music of Wedding Chimes" interests more than two million men and women a year in this country. The song will interest nearly as many. A-2749.



**Columbia Graphophone Co.
NEW YORK**

VICTOR CO. INAUGURATES COURSE IN MERCHANDISING

Latest Principles in Merchandising of Records and Talking Machines to Be Taught in Practical Way to Selected Groups of Retail Salesmen—A Most Important Development

What is to be considered the most elaborate plan yet evolved in the trade for expert instruc-

him a list of two, three or four hundred records the retailer claimed he found it difficult, if not



A Class of Students in the Victor Co.'s Salesmanship Course

tion in talking machine merchandising has just been put into effect by the Victor Talking Machine Co. at its factory in Camden, N. J. The course, which began on Monday, September 8, is announced as covering the subject of salesmanship, but the term does not begin to do full justice to the complete scope of the plan, for not only are all the essentials of talking machine and record selling taught and demonstrated, but the course also provides for complete instruction in store and window arrangement, retail advertising, stock ordering, stock arrangement, machine and motor construction and the hundred and one other matters with which the successful talking machine dealer as well as his salesman must be familiar.

The course as instituted by the Victor Co. is under the direct supervision of Ernest John, advertising manager of the company, who, with his assistants, has given much attention to the details. The section of the course devoted to salesmanship is based not on theory but on practice, for Victor men have gone out into the retail field and tried out all the ideas offered, accepting only such as proved practical in actual use. The idea primarily is to give to the salesman, and for that matter to the manager, a wider working knowledge of Red Seal records, with a direct view of stimulating the sales of such records and by that means keeping the stocks of dealers in the proper shape. It is maintained that what Victor Co. representatives have done in the dealer's store the dealer himself and the salesman can accomplish, and these Victor men have done plenty. In more than one instance these representatives have gone to a retailer and secured from

impossible, to sell, and then succeeded themselves or through the salesman they had trained in disposing of 60 to 75 per cent. of these "un-

salable" records. The benefit of the knowledge that had been gained through these experiments will be passed on to these salesmen who elect or are elected to take the Victor course.

The course itself covers a period of two weeks and the students must attend from nine to five each day. At the outset they are instructed in the proper method of taking notes of the various important points in order that when they return to their own stores they will be in a position to pass on intelligently the knowledge they have gained. Thus one salesman after receiving instruction becomes in turn the instructor for his associate. The course itself is free, but the dealer is expected to provide for the transportation and the living expenses of the salesman.

The course, be it said, is a serious undertaking and dealers are advised to send only such men and women as they feel will measure up to the demand and are capable of absorbing the knowledge properly, for those who after arriving at the Victor factory do not take an interest in the course, or are evidently incapable of absorbing the knowledge offered, are to be dropped from the classes.

As has already been stated, the first class went into session on September 8 and new classes will be assembled each two weeks after that date. In order to make the instruction as practical as possible there has been fitted up on the ground floor of the Victor Co.'s administration building a completely furnished and equipped

(Continued on page 98)

NOTICE

TO WHOM IT MAY CONCERN:

In view of numerous inquiries regarding my connection with Emerson Foreign and International Records.

I wish to state that I am with the Emerson International Inc., and in sole charge of its Repertoire, Sales and Advertising. Several offers, direct and indirect, have reached me from other Record Manufacturers to head their Departments. I have not accepted any.

This statement is made to assure my many friends in the trade that I am still with the EMERSON INTERNATIONAL INC.

Louis D. Rosenfield

Residence:
562 West 189th Street
New York, N. Y.

45 West 34th Street
New York, N. Y.



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway

Manufacturers of Musical Instruments

BROOKLYN, N. Y.

Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

VICTOR COURSE IN MERCHANTISING (Continued from page 97)

store, known as the "Idea Shop." Here are found records, shelves, demonstration booths, a reception hall, a counter and even a manager's office. When any point comes up in the course of instruction that may be questioned or regarding which a demonstration is desirable the shop is right at hand to make such a demonstration possible.

Immediately adjacent to the "Idea Shop" is provided a room wherein is to be found all kinds of advertising matter from mailing folders to electric signs and designed particularly for the use of retailers. In this room the student salesman can not only study the advertising matter but can have its use explained in detail. The instructors in the Victor course will be specialists in the several lines in which the instruction is given, and all of them have made a study of different problems with the specific idea of passing on the knowledge to the student salesman.

It is intended that the course will give to the salesman a first-hand knowledge of Victor merchandising, but that is simply the ground work, for when he returns to his own city and other problems arise with which he is not very familiar he is free to communicate with the factory and secure specific and detailed information regarding the subject in question. The large amount of preliminary work carried on by Mr. John and his assistants has had for its object the collection of such information of a practical nature as will meet all of the usual and many of the unusual problems of the Victor retailers, but in cases where the information desired is not already available the department is equipped to gather such information promptly and pass it on to the dealer or his salesman.

The Victor Co. has already conducted two Red Seal record salesmanship classes—one for women and one for men—with entirely satisfactory results. In fact, the remark made by one of these pupils was, "I don't see how I ever sold anything at all in my old haphazard way." All those who attended were intensely interested from start to finish, and left full of enthusiasm and with a keen desire to put all they

had learned into practice. One of the saleswomen who attended the first course, by telling different clerks in her department what record to take in and play for the customer in addition to the records asked for, hit the nail on the head fourteen out of fifteen times the first day she was back in her department. In other words, those salespeople would never have thought of playing the records this saleswoman suggested and which the customers bought four-

teen out of fifteen times—and she worked altogether from the data worked up in the Victor course.

To dwell at length upon all the features of this new Victor course in salesmanship would require a sizable volume. It is a big idea that is going to be carried out in a big way and the opportunities that it presents to those retailers who seek to improve their methods and to get the most out of business are numberless.

YVONNE GALL TO RECORD FOR PATHÉ

Noted French Singer to be Heard Exclusively on the Pathé Records—Her Unusual Soprano Voice Has Made Her the Idol of the French

The Pathé Frères Phonograph Co. have announced that Yvonne Gall, the famous French lyric soprano, is now an exclusive Pathé artist. In making the announcement the Pathé Frères Phonograph Co. says: "No soprano in years to be imported from abroad has won more praise,



Yvonne Gall

both as a singer and artist, than this winsome and talented little singer from Paris. It might also be said that Mlle. Gall is the only real French soprano to visit this country in several years whose voice has really appealed to the American people. It has all the sweet and lovely quality of the Italian trained singer, and it is absolutely free from the nasal sound. Mlle. Gall is a native of Paris and a graduate of the

famous conservatory there. From childhood she had an excellent voice and when she went to the Paris Opera House as a very young girl it was predicted that she was the coming French soprano.

Her success in New York was even more so than in the Windy City. Her Marguerite in "Faust" and her Juliet proved her to be an artist of the first magnitude. In "Le Chemineau" and "Le Vieil Aigle" she also added to her popularity. As a concert artist Mlle. Gall achieved excellent success, so much so that she has received many concert dates, but her work with the Chicago Opera Association will take up most of her time.

ALBUM CO. OPENS CHICAGO FACTORY

Western Factory Twice the Size of New York Plant—Output to Be Materially Increased

The New York Album & Card Co., Inc., have opened a Chicago factory at 411-419 South Jefferson street. Their business for the past eight months of 1919 is reported to be five times the volume of the same period of the previous year.

The New York Album & Card Co. report that they are now equipping two-thirds of the Western manufacturers with albums for their cabinets. Therefore, in order to facilitate delivery and reduce freight cost this new factory, equipped with the most improved machinery, and which is twice the size of the New York factory, has been opened. The work of both factories will be co-ordinated to the best interest of the trade. The facilities and equipment of this new factory have played an important part in the ability to reduce the cost of the new album which this company has just placed on the market.

A SEASONAL WORD TO THE JOBBER AND DEALER

Last Christmas you were faced with insistent demands for phonographs which you far-sighted merchants could only partially meet.

This year, as last, the benefits of the Season are reserved for those who *deliver the goods*. Fifty thrifty merchants will shortly buy as many car-loads of SOLOTONES. They will be bought at a substantial discount from \$110, \$120, \$135, and \$150. Naturally, these SOLOTONES will be money-makers.

Adage: The early bird catches the SOLOTONE.

SOLOTONE MANUFACTURING COMPANY

Executive Offices and Show Rooms

1727 CHESTNUT ST.

FACTORIES: Philadelphia, Pa., and Lititz, Pa.

PHILADELPHIA, PA.



OKEH RECORDS

The Most Popular Hill and Dale Records

- 1.—Immediate Delivery of Song and Dance Hits.
- 2.—Superior Tone Quality.
- 3.—Made and Guaranteed by the World's Largest Manufacturers of Phonograph Supplies.
- 4.—The Most Successful Popular Artists.
- 5.—Jobbers Who Co-operate With and Assist Their Dealers.
- 6.—A Library of the World's Best Music.

Liberal Discounts to Dealers

Otto Heineman Phonograph Supply Co.

25 West 45th Street

Incorporated

New York City, N. Y.

FACTORIES: ELYRIA, O.—NEWARK, N. J.
PUTNAM, CONN. SPRINGFIELD, MASS.

Branch Offices: Chicago, Ill. San Francisco, Cal. Toronto, Can.



Featuring the Musical Possibilities of the Talking Machine :: :: :: By William Braid White

[Note.—This is the thirtieth of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

GIVE US TRAINED MEN!

That we live in an age of get-rich-quick schemes and of shallow thought used to be one of the stock phrases of the morality-monger before the war. Whether human nature is in this respect worse to-day than it ever has been at any other time may gravely be doubted, although we find it always easier to satirize our age than to think clearly about it. But it is very much of a question whether in this industrial and commercial age we have as yet outgrown the notion that business is in some sort of way a legalized gamble in which the prizes are to the swift or at least to the sharp. Now the world is gradually coming to see that its future rests on the recognition that commerce and industry are national affairs, and that the conduct of business is as much the concern of the whole community as of the individual. In other words, the man who is placed in a position to supply the community with some needed article is a man charged with a responsibility. His is the responsibility to see that adequate service is rendered to the community from which he draws his profits. And the more the article he handles ministers to the finer appetites of life the more he is obligated to handle it in the interests of the community. The statement may, to the superficial thinker, sound wild, but every business man who has really been a big force in his community knows that it is simply and perfectly true.

The only sort of business which is worth while or capable of making a man happy is the business which produces a profit to both parties in every transaction. This is the modern conception of "service" which lies at the basis of all successful retail merchandising and which, in one form or another, is beginning to dominate American business life.

The Public Instinct

Now the great industry to which the Talking Machine World is devoted rests uniquely upon its power to cater to a public instinct for music. This instinct is very deeply founded, and yet, curious to say, has begun only quite late to find a real and lasting place in the affections of the masses. Those who think of the history of music as stretching far back into history are quite right as to their facts but usually quite wrong as to their deductions therefrom. Music is a very ancient art, but as to its development into anything we should now call music it is very modern indeed. The instrumental side of music is to-day its dominating side and this, as we all know or ought to know, is something quite recently developed. The music merchant of to-day in fact is dealing in a commodity which as yet is most imperfectly understood by the masses of the people. His mission is still that of an educator, and he has the enormous satisfaction of finding that the people respond instantly to every intelligent attempt made anywhere to bring the beauties and the cultivation of music nearer to them, to their homes and to their daily life.

To-day, if the truth be told, we shall find that the talking machine has taken up a commanding position in the musical world through its surpassing ability to bring to the masses the

beauties of music. But the process of getting the public to realize this truth and to make the talking machine the great staple necessity which it really ought to be considered is not by any means so simple as on the surface it should seem to be. The American people are responding very well to the talking machine, but their demand is yet too sporadic and untrustworthy. The principal concern of those who have in their hands the destinies of the talking machine ought to be so to educate the people that the desire and demand for talking machines shall ultimately . . . and soon as possible . . . be developed into something regular and calculable.

Every man who even wishes to see his own individual interests conserved must desire that the proposed state of affairs shall come into existence without delay, but whether all will agree upon the means is quite another matter.

I have no secret system to offer whereby, without any trouble at all, any one can perform the needed transformation. What can be done is to begin with ourselves; and this means enthusiasm and hard work.

"Selling Music"

In a word, the future of the talking machine merchandising will be to those merchants who will study and perfect methods for bringing more clearly before the people the musical possibilities of the talking machine. The temptation on all sides, when once any sort of demand has sprung up for any kind of specialized article, is to act as if the people had already acquired all the expert knowledge needed to give them complete discriminatory powers on choosing and buying, as well as in judging and using. Now of course we all know that by most of

(Continued on page 103)

Quality Plus Quantity PRODUCTION

Unexcelled facilities enable us to manufacture phonographs on such a scale as to interest the largest jobbers in America. Our phonographs have quality stamped all over them, our cabinet work is superfine—the mechanism and reproducer are the kind our long experience has prompted us to use for proper tone reproduction.

RETAILERS: We have a jobber in your territory who can supply you with the best phonographs manufactured at the price.

5 Models—Retail Prices \$85. to \$200.—Liberal Discount.

TWO LARGE FACTORIES

Recordon Phonograph Company
NO. MILWAUKEE, WIS.

Makers of Pool and Billiard Tables Since 1882

General Mfg. Corporation
MILWAUKEE, WIS.



OUR
PHONOGRAPHS
PLAY ALL
RECORDS CORRECTLY

Columbia



Columbia Calendar for 1920

The Columbia Calendar is $9\frac{1}{4}$ by $12\frac{1}{4}$ inches — just the right size to tuck into a package of records. Printed in eight colors, on good substantial stock, with silk cord, its whole appearance is artistic and attractive.

The principal illustration shows a little tot, listening to her favorite Columbia Bedtime Story Record, played on the Columbia Grafonola.

Each monthly page, in addition, has its own separate and individual pictorial appeal, such as Easter music on the April page, patriotic music in July, operatic music in October, Christmas music in December.

Your imprint, directly above the monthly pages, will call attention to your Grafonolas and Records, whenever the calendar is consulted.

At the bottom of the calendar are the words "New Columbia Records on Sale the 10th and 20th of Every Month." By way of a strong tie-up and reminder, the figures 10 and 20 in each month are printed in red. The International Record release date is the first of the month, and that numeral is printed in green.

Strong, well-made envelopes are provided, bearing the words, "Season's Greetings."

Send out these Columbia Calendars at Christmas — and the New Year will bring a big increase in your business!

COLUMBIA GRAPHOPHONE COMPANY, New York
London Factory: 102 Clerkenwell Road, E. C.

Calendar

Sells Your Grafonolas And Records Throughout The Year



A salesman in the home, for your Grafonolas and Records—

One who will be on the job for you every day in the year—

Heartily welcomed by all the members of the household—

And at a cost to you of less than a *quarter of a cent per week per home!*

That's the opportunity presented to you by the Columbia Calendar. It is the newest feature of our Built - to - Order Columbia Dealer Service—and it can be obtained by **COLUMBIA DEALERS ONLY!**

You couldn't buy, for any amount of money, wall space in the homes of your fellow-townersmen, where you could advertise your Columbia Grafonolas and Records.

But send them this beautiful Columbia Calendar—at once a tasteful ornament and an intensely practical convenience—and they will gladly give you the opportunity.

The Calendar will be equally welcome in offices of doctors, dentists, lawyers, professional men, where it will be seen by many visitors, and in business houses.

It will remain, carefully preserved and

often consulted, till the very last day of the year—the day when a new Columbia Calendar takes its place, to advertise your Grafonolas and Records throughout another year!

For the Columbia Calendar is to be a permanent, established feature of the Columbia Dealer Service—at your command every year, sure to be of immense value to you in making new customers and selling more goods.

To the owner of a phonograph, it will be a constant reminder of Columbia Records; to the non-owner, a daily suggestion of the joys a Grafonola would bring.

Below you will find the prices at which you can obtain these calendars, by sending your order direct to us. These figures represent a saving of 60 per cent to you, as compared with what you would otherwise pay for a calendar the equal of this one in quality and attractiveness.

Take advantage of this offer at once! Get your order to your regular Columbia Distributor today—with legible 4 line imprint—and be sure you order as many as you need.

COLUMBIA GRAPHOPHONE COMPANY, New York

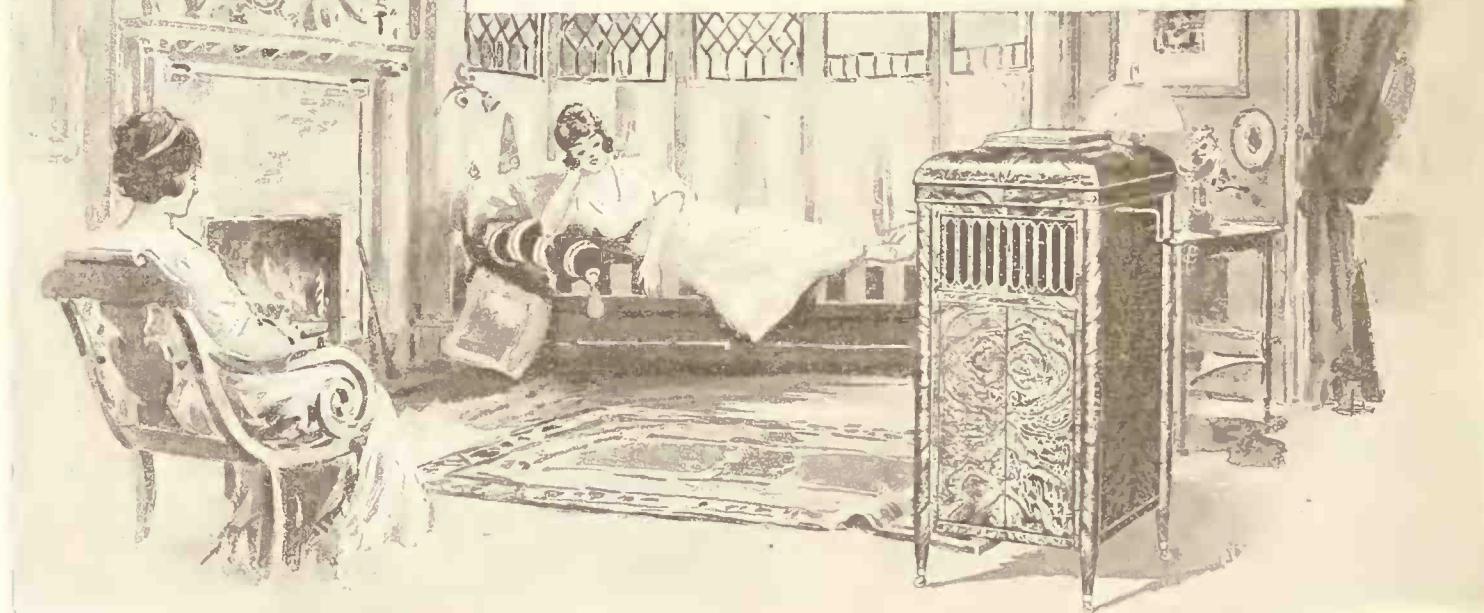
London Factory: 102 Clerkenwell Road, E. C.

PRICES	
Quantity	Total Cost
100	\$ 9.75
250	22.75
500	44.00
750	65.50
1,000	87.00
Over 1,000	86.50 per M.



The Bush & Lane Phonograph

Built by men who have made
a life-study of tone production



Its superior has yet to be made

Bush & Lane Piano Company
Holland, Michigan

TALKER'S MUSICAL POSSIBILITIES

(Continued from page 99)

those who buy the talking machine very little knowledge has been acquired on these subjects. Not only do the purchasing public fall victims to smooth-spoken salesmen on the strength of useless talking-points; but the true use of the machine in the home, the real facts as to the pleasures and delights which are in it, and to be got out of it by any judicious user, are and remain a closed book to the very great majority of purchasers. The record of course is the key-element in the entire matter, and it is notorious that the buying of records falls off very rapidly after the first few months in most cases, until it dwindles into nothingness. Just the same state of affairs has troubled the makers and sellers of player-pianos; and the problem may be expressed virtually in the same terms for both parties. It comes to this: "If interest is not maintained by the purchaser, and shown by the steady consumption of new music, general public interest in the machines will fall off and the popularity of the entire idea be undermined." There is no doubtting the correctness of the statement, and fortunately there is no difficulty in devising the remedy for the evil.

That remedy is to be found in the action of the merchants who will have to bring themselves to realize that salesmanship in the talking machine business ought to be built on musical knowledge and not upon talking-points. Our merchants and their salesmen have for too long sold talking machines on the basis of price, terms, finish and appearance. It is now necessary to sell them on the basis of music.

That does not mean anything very terrible. At most, it only means careful study of the record catalogs and the acquirement of familiarity with a goodly number of records of the better kinds. Such familiarity is obtained surprisingly easily and one should think that the salesman who takes any pride at all in what he is selling would find this sort of musical self-education a positive pleasure. Just as soon as a salesman can talk intelligently about the records he has to sell he can also advise and assist intelligently. The most ignorant customer instinctively resents "stalling" on the part of the salesman; and in musical matters the "staller" fares even worse than is usual. The art of creating a lasting and prosperous business in the retail field lies in getting the reputation of one to whom the owner of a talking machine may go when in doubt as to what music to buy. Such a reputation invariably brings with it a stream of custom from those whose interest has been aroused by the "boosting" of their friends. The talking machine business is not yet accepted as a staple business. Yet its merits entitle it to this classification. What then is the trouble? Simply that public demand is capricious. Why is this, in face of the wonderful attractions of the talking machine? Simply because these attractions are not yet being put up to the public through intelligent, concerted action. How can the needed action best be secured? Obviously by educating salesmen till they are genuinely enthusiastic over the merits of the talking machine in general and of their own in particular.

More educated salesmanship is what we want in this our industry; and the way to get it is to educate our own selves first in the so-little-understood musical possibilities of the talker.

R. C. Aimone, of the Aimone Galleries, New York City, who make phonograph cabinets exclusively for the Edison laboratories, has just returned from Europe, where he inspected, with a view to purchasing, several collections of historic furniture now in the market as a result of the war.

We distribute at Wholesale

THE TOURIST PORTABLE PHONOGRAPH

A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.

COLEMAN MERCANTILE CO.

4421 Manchester Ave.

St. Louis, Mo.

WALTER S. GRAY'S NEW HOME

San Francisco Talking Machine Jobber Leases
Larger Quarters at 942 Market Street

SAN FRANCISCO, CAL., September 5.—Walter S. Gray, of this city, who is the Pacific Coast jobber for many of the most successful phonograph accessories in the trade, has just leased floor space at 942 Market street. Mr. Gray was located for three years in the Chronicle Building, but his business developed so fast during the past year that he found it necessary to secure additional floor space in order to adequately handle his trade.

In his new location at 942 Market street Mr. Gray will have ideal facilities for taking care of the dealers' requirements. He has extended an invitation to dealers to make his office their headquarters while on the Coast, and his plans include an intensive form of co-operation.

Mr. Gray attributes a considerable measure of his success to the splendid co-operation afforded him by the manufacturers, who have left nothing undone to assist him in developing and expanding his trade on the Pacific Coast.

COLUMBIA CO. EMPLOYES
RETURN TO THEIR POSTS

Labor Difficulties at Bridgeport Plant of Columbia Graphophone Co. Ended

The Columbia Graphophone Mfg. Co., whose employes at its factories in Bridgeport, Conn., have been out on strike for the past few weeks, announced on September 3 that its employes had returned to work. The company has in preparation important expansion plans which will be announced in the near future.

ELIAS BREESKIN MAKES RECORDS

Elias Breeskin, the noted violinist, has been engaged to make records for the Brunswick-Balke-Collender Co. It is said that the first records came out remarkably well.

The Racine Phonograph Co., Racine, Wis., has been incorporated with a capital stock of \$25,000 by F. F. Blandin, S. W. Blandin and Peter Meyers.

UNIVERSAL TONE ARM

Patented May 13th, 1919

Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonographs this Fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

WRITE FOR FOLDER AND PRICES

We are in position to make immediate deliveries

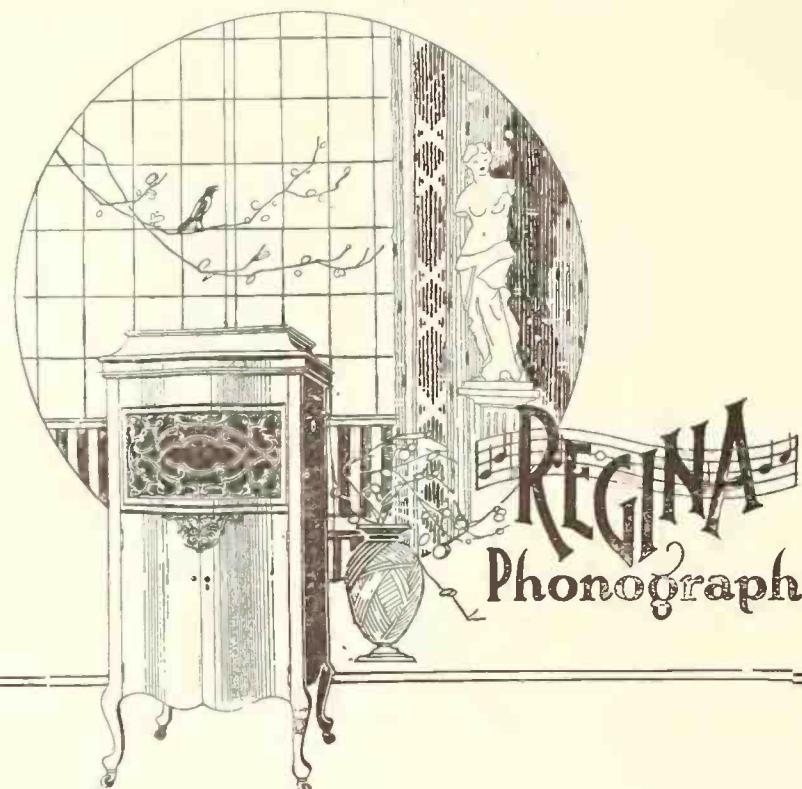
EMPIRE UNIVERSAL ATTACHMENTS
FOR EDISON PHONOGRAPHS

Makes any disc record playable on the new Edison Disc Phonograph. Write for folder and attractive quantity prices.

Address all inquiries to Chicago Office

EMPIRE PHONO PARTS COMPANY

Sales Office—429 S. Wabash Ave.—CHICAGO, ILL.
Factory—1108 W. 9th St.—CLEVELAND, OHIO



Feature for Feature, the Best!

Our twenty-five years' experience as manufacturers of high-grade musical instruments and music boxes has enabled us to produce a new line of Regina Phonographs, which brings out the music in *any* disc record with an unusual clearness, richness and beauty in tone. The Regina tone is unsurpassed. It is extremely beautiful and pleasing. With the reproducer in the central position on all type records, it reduces the minimum of wear and friction on the grooves.



REGINA
Phonograph

is equipped with the latest devices, such as start and stop push-buttons, automatic stop, and tone modifier. The cabinets are exquisite in design and finish. The motors are of exceptional quality of our own manufacture.

Regina Phonographs are made, not merely assembled, by skilled workmen in our own factory. Our watchword is quality. We talk it. We give it.

Send for exceptional dealer's proposition

THE **REGINA** CO.

47 West 34th Street

NEW YORK, N. Y.

CHICAGO—209 S. State Street Factory—RAHWAY, N. J.

THE REED COMPANY

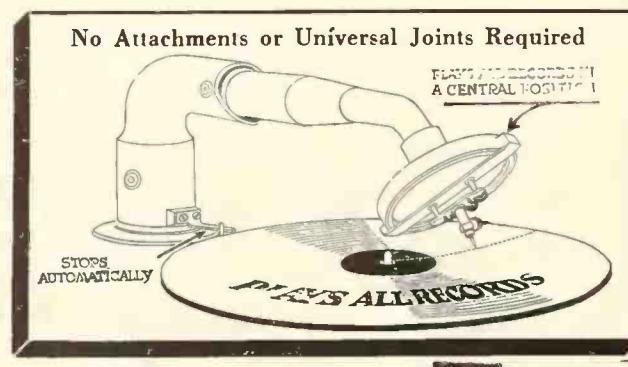
237 5th Avenue Pittsburgh, Pa.

Distributors for states of Penn., Ohio, Virginia and West Virginia

BROWN, McMANUS & COMPANY

51 East 42nd Street New York, N. Y.

Distributors for states of New York and New Jersey



VICTOR TRAVELING REPRESENTATIVES HOLD CONVENTION

Company's Ambassadors Inspect Various Departments of the Factory, Listen to Practical Lectures, Hold Business Discussions and Enjoy Banquet—The Territory Assignments

One of the big events at the factory of the Victor Talking Machine Co. recently was the annual convention of the traveling department of the company, which opened on Tuesday, August 26, and extended until Friday evening, under the direction of H. A. Beach, manager of the traveling department. In opening the convention Mr. Beach referred to the fact that Victor travelers confine themselves largely to trade promotion and are essentially business builders. Their work has attracted the attention of business men generally and has been the subject of substantial articles in the public press.

The representatives came from all sections of the country, and while in Camden devoted themselves particularly to the business at hand, being in session from 9 a. m. to 5 p. m. every day.

On Tuesday, August 26, the men spent the greater part of the day in the record pressing and metal working departments, under the guidance of those expert in the various processes, headed by H. H. Murray, head of the engineering department of the Victor Co., who explained the various technical points regarding motor and sound-board construction, etc.

On Wednesday the travelers spent some time in the cabinet factory and listened to an address by E. T. Kieffer, in charge of that plant, who by way of demonstration assembled and then took apart a Victor cabinet. On Wednesday afternoon the shipping department was visited, where Garrett Schenck, in charge of that de-



H. A. Beach

partment, explained the new packing methods. Later in the afternoon the representatives met E. R. Johnson, president, and R. L. Freeman, secretary, together with the directors of the company, and listened to some addresses on Victor policy.

Thursday morning was given over to addresses by Mrs. F. E. Clark, of the educational department; E. J. Dingley and George A. Tatum, of the order department; R. M. Bird, of the record ordering department, and Frank McGalliard, of the trade service department. H. C. Brown, sales manager of the company, made an address in the late afternoon, in which he called the Victor representatives ambassadors of the Victor Co., because of the fact that they are equipped and called upon to discuss with dealers every phase of the Victor business under all circumstances.

All of the Friday morning session was given over to an address by W. L. Marshall, of the advertising department of the Victor Co., who took up with the travelers the varied matters of dealers' helps and the wide business of Victor advertising, ranging from newspaper and magazine publicity to trade helps, such as signs, counter displays, etc. On Friday afternoon Mr. Beach gave an intimate talk to the men, in which he pointed out the many important moves under way and in the course of preparation. He briefly reviewed the work of the department over the last year and gave it as his impression that he was sending out the best-informed men in the talking machine business traveling in the interest of the industry. On Friday evening a dinner was tendered to the members of the department at the Manufacturers' Club.

The various members of the travelers' staff have been assigned to the following territories:

W. G. Gaston—Maine, New Hampshire and Vermont.

F. S. Horning—Boston and eastern Massachusetts.

L. R. Yeager—Western Massachusetts, Connecticut and Hudson River.

Harold Smith—New York State.

T. McCready—New York City.

G. L. Richardson—New York City (assisting).

H. A. Brennan—Brooklyn, Long Island, Staten Island and New Jersey.

H. Royer Smith—Philadelphia and eastern Pennsylvania.

H. A. Lamor—Western Pennsylvania and West Virginia.

W. T. Davis—Maryland, Delaware, District of Columbia and Virginia.

F. W. Schwobbel—North and South Carolinas, Georgia and Florida.

B. F. Bibighaus—Alabama, Mississippi, Tennessee and Louisiana.

Otto May—Eastern Ohio and western Ohio.

W. R. Lewis—Michigan.

C. B. Estabrook—Indiana and Kentucky.

H. S. Grover—Wisconsin and Illinois.

R. S. Cron—Chicago.

H. A. Howison—Minnesota, North and South Dakota.

R. A. Bartley—Iowa.

M. C. Schoenly—Kansas, Nebraska and Oklahoma.

F. L. Koons—Missouri and Arkansas.

Abe Levy—Texas.

W. G. Garlan—California.

W. E. Witham—Oregon, Washington, Montana, Idaho and Utah.

BUILD NEW ADDITION TO STORE

Will A. Young, of Fort Wayne, Ind., is now all nicely fixed in the new addition that he has just built to his store. This gives him a number of additional Victrola record rooms on his first floor and also more room for pianos on the second floor, and plenty of storage and a workshop on the third floor. With the increased facilities Mr. Young is planning an active fall and winter campaign.



—They are "BUSINESS BUILDERS"

EMERSON FOREIGN RECORDS

9-Inch
75c

Folk Songs and
Instrumental Music



10-Inch
85c

NATIVE TALENT—WONDERFUL COUPLINGS

CATALOGS READY:—Polish, Italian, Czecho-Slovak, Hebrew-Jewish, Russian-Ruthenian, Spanish-Mexican, Cuban, International-Operatic-Instrumental (Solos, Orchestras and Bands)

PLAY ON ALL PHONOGRAPHS—NO ATTACHMENT

SALABLE MERCHANDISE WHEN YOU WANT IT

Write to: **EMERSON INTERNATIONAL, Inc., 43-45 West 34th Street**

EXPORT OFFICE: 160 Broadway, New York, U. S. A.

"METRO" THE PHONOGRAPH OF QUALITY!!



Purity of Tone
Beauty of Design
Quality of Workmanship

These three different qualities push your sales with permanent satisfaction to the buyer.

Possessing these combined qualities, you are assured that the "Metro" phonographs you sell WILL STAY SOLD.

Every "Metro" has been subjected to a most scrutinizing test and inspection at our factory by men who have the technical and practical training.

The exquisite reproduction of voice,
The beautiful appearance of cabinets,
The fine workmanship,
and the reasonable prices

} will quickly appeal to you and not only to you but to every prospect that enters your wareroom.

Variety of styles retailing up to \$200.
Favorable discounts to live dealers.
Write for an exclusive agency for your territory.
Prompt Deliveries.

The "Metro" Phonograph Company

SALES ROOMS
154 Nassau Street
(City Hall Sq.)

NEW YORK CITY

FACTORY
55 Vesey Street

BIG EDISON CABINET CONTRACT FOR THE PULLMAN CO.

Its Filling Will Require Entire Facilities of Great Woodworking Plant—Assembling Plant for Edison Phonographs Being Established in Pullman, Ill.

A most important business announcement was made last week by Thomas A. Edison, Inc., to the effect that the Edison Laboratories had given to the Pullman Palace Car Co., Pullman, Ill., ranking as one of the world's largest workers in fine wood, an extremely big contract for cabinets for Edison phonographs, a contract which it is said will require all the facilities of the Pullman woodworking plant to fill. It is expected that the first deliveries of cabinets will be made during the latter part of September.

In connection with this cabinet contract the Edison phonograph works are establishing a phonograph assembly plant immediately adjacent to the Pullman Palace Car Co.'s factory operations. The output of the Pullman Co., as well as that of the Edison cabinet plant in Wisconsin and of an Indiana cabinet manufacturing plant, will be delivered to this phonograph assembly plant for assembling, packing and shipping. This operation is to be an exceedingly large one and the details of it have been worked out with great care and thought.

All of the parts and mechanisms will be built at the Edison laboratories in Orange and will be thoroughly inspected and tested before being shipped. A second inspection and test will be made at Pullman, Ill., according to the high standards maintained at Orange.

D. Lawson, who, recently, has been assistant superintendent and night superintendent of the Edison factory at Orange, will be superintendent of the new assembly plant. Mr. Lawson, who is well known to Edison jobbers and dealers in all parts of the country as one of the original Edison traveling mechanical instructors, has been identified with the laboratories for many years in various positions of responsibility and is considered an expert on the technique of manufacture of the Edison phonograph.

The necessary layout work at the Pullman assembly plant is being personally supervised by Charles Luhr, works manager of the Edison Phonograph Works, and M. E. Wolf, construction engineer of Thomas A. Edison, Inc.

MAKE CIGARS WHILE TALKER PLAYS

Milwaukee Cigar Makers Speed Lagging Spirits With Latest Jazz—Nicotine Shuffle Proves Popular With Employes During Lunch Hour

MILWAUKEE, WIS., September 5.—"Music while we work" is now the slogan of employes of the M. A. C. Cigar Manufacturing Co., 338 East Water street, and it is being proved hourly that music hath charms to soothe the most exhausted workers that ever made cigars.

It wasn't so bad in the wintertime, for plenty of pep kept the workers springing jokes and near-jokes on one another, which made work fairly pleasant. But it all took time and cigarmakers—well, cigarmakers need every hour in the day. When summer came and spirits flagged no more did the sprightly quip enliven the day—the cigar manufacturing concern became as dull and quiet as Grand avenue on a Sunday afternoon.

"Oh, gee, I wish we had a talking machine," sighed one of the workers one day. It was a brilliant idea. Next day a collection was taken up—25 cents each from every man and woman who earn their living in the shop. The money was paid as the first instalment on a large talking machine equipped with two dozen of the latest dance and song records. Next day it was delivered at the shop and during the first hour, while the machine ground out "Minnie, Shimmie for Me," and "I'm Forever Blowing Bubbles," the output of cigars was doubled. The talking machine won a home instantly.

Now it is kept constantly on the whirl, grinding out the latest songs while the workers work, and the cigars accumulate far more rapidly than of yore. The cigarmakers unconsciously keep time to the music, and everyone knows there are not many funeral marches among the popular music of the day.

The machine is especially busy at the noon hour. Instead of loitering over lunches and perhaps making a quick excursion to the avenue for a bit of shopping or a thirst quencher the twelve girls and an equal number of male employes do a quick change from worker to ballroom-hound, and skip through the Nicotine Shuffle or other latest tobacco terpsichorean glides on the polished floor. Charles Fernandez, manager, heartily approves of the innovation, and suggests that if anti-tobacco laws should ever come into effect he and his workers could start a dancing academy and keep the home fires burning, all right. It's a great life, say all.

MOTROLA POPULAR IN LOS ANGELES

C. H. Yates Tells of the Demand for This Specialty and Other Products

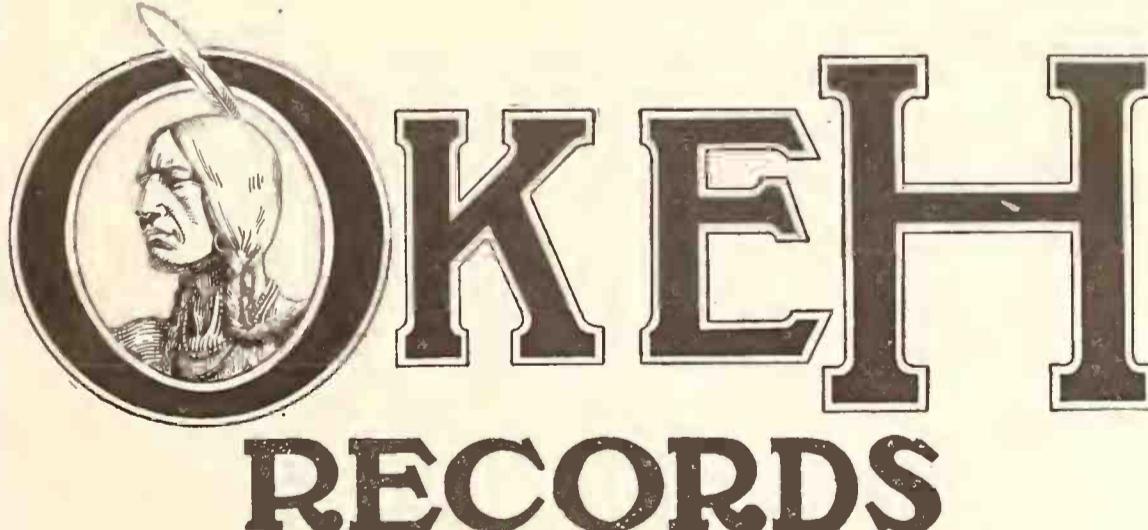
LOS ANGELES, CAL., September 4.—Charles H. Yates, Pacific Coast distributor for the Jones-Motrola, with headquarters at 311 Laughlin Building, this city, states that the demand for this device is far exceeding expectations. He has been using large advertisements in the daily and Sunday newspapers featuring the Jones-Motrola, and the local dealers state that they have closed many sales in all parts of the State as a direct result of this publicity. In fact, Motrola business on the Pacific Coast has increased so rapidly that Mr. Yates is finding it difficult to secure sufficient stock to fill orders.

In addition to the Jones-Motrola, Mr. Yates is the distributor for a complete line of phonograph accessories, and only recently took over the distribution of the Sterling reproducer, the Resurrectone reproducer and Torrington Uniform steel needles.

HAVE YOU HEARD THE NEW OKEH LISTS?

All
OkeH
Records
are
10-inch
Double
Faced

Retail
Price
85c



The
Best
Hill and
Dale
Record
on the
Market

The new Okeh Lists comprise the most popular song and dance lists on the market, together with the best selling instrumental, standard and sacred selections. A splendid library that meets with a ready sale.

We offer you efficient service that will enable you to sell this quality record on a profitable, substantial basis. You will find this record proposition a sure winner.

Write for dealer plan. We give Okeh dealers liberal discount.

Harponola Co. Okeh Jobbers Celina, Ohio



Style A

Dulcitone

Dulcitone Figured Walnut, Rich
Mahogany, red or brown

In All the Trade No Walnut Finish Like This—

And Ready for Immediate Delivery

At last you can handle a phonograph which, though designed and constructed along orthodox lines is absolutely distinctive. And you can get deliveries on these phonographs as fast as you need them.

This phonograph—the Dulcitone—is a marvel of musical and mechanical perfection. Its powers of reproduction are equalled only by the costliest machines made. Equipment throughout is modern and up-to-date.

But in *finish*, the Dulcitone is in a class of its own. For years we have been specializing in the selection and matching of veneers; and the wonderfully figured walnut in which, with other popular finishes, this phonograph may be obtained, is positively not to be duplicated. *And no extra charge for the walnut finish.*

Dulcitone is the Phonograph you need. Ask about it.

Prices and Particulars Mailed Upon Request

Dulcitone Phonograph Company
SOUTH HAVEN, MICH.

Chicago Office: 404 Republic Building

OPTIMISM THE DOMINANT NOTE IN PITTSBURGH TRADE

Great Preparations Made for Big Fall Demand—L'Artiste Agency With Smith, Kline & French Co.—Buehn Featuring Edison Tone-Tests—C. C. Mellor Co. Expansion—Other News

PITTSBURGH, Pa., September 8.—Optimism is the dominant note in talking machine circles in Pittsburgh and this is fortified by the fact that the outlook for the fall trade is most encouraging, even though the shortage of talking machines is still more or less of a disconcerting factor. However, there is a strong feeling abroad here that the manufacturers are doing all that is humanly possible to furnish talking machines and phonographs to the trade, and this is further emphasized by the fact that as fast as the jobbers receive shipments of phonographs they are rushed to the various retail dealers, who have a host of clamoring patrons.

As an indication of the trend of the trade in its efforts to supply the demand for talking machines announcement was made here to-day by H. Milton Miller, manager of the Pittsburgh offices of Smith, Kline & French Co., Sonora distributors, that he had made arrangements to have on display in his showrooms by October 1 a full line of the L'Artiste phonographs. Mr. Miller stated that owing to the tremendous demand for phonographs, which is now intensified as the fall orders start flowing in, it had been decided to secure an additional line of machines in an endeavor to meet the demands of the retail trade. In speaking of this Mr. Miller said to The World representative: "If I had a thousand phonographs allotted me weekly for the next six months I could find a ready market for every one. The outlook for business is very bright and there is every indication that this district will see an epoch-making trade this fall and winter. I am basing this on the fact that the iron and steel mills, which are paying high wages, have orders booked ahead for months to come. The workers are earning good pay and they are spending it and the talking machine trade is bound to get a large share of it." Mr. Miller stated that sales of Okeh records were increasing at a rapid rate.

Under the auspices of the Buehn Phonograph Co., Edison distributors, a series of tone tests are now under way in the Pittsburgh district that are attracting large and interested audiences. The soloist is Marie Tiffany, of Metropolitan grand opera fame, who had her opening engagement on Tuesday, September 2, under the patronage of A. J. Harter, Edison dealer of Altoona, Pa. The engagements of Miss Tiffany on and after September 15 follow: Ste-

phens Art Store, Barnesville, O., September 15; Baughman & Law, Cambridge, O., September 16; C. P. Yocom, Chester Hill, O., September 17; C. P. Yocom, McConnellsburg, O., September 18; Marietta Furniture Co., Marietta, O., September 19; Peoples Furniture & Hardware Co., New Martinsville, W. Va., September 20; Carney, Jackson & Enoch, Parkersburg, W. Va., September 22; Palace Furniture & Piano Co., Clarksburg, W. Va., September 23; S. A. Phillips Music Co., Morgantown, W. Va., September 24; Ross Furniture Co., Fairmont, W. Va., September 25; C. A. Nessler, Monongahela, Pa., September 26.

The Buehn Phonograph Co. is planning for a rather extensive tone test which will be held on Tuesday evening, September 30, at Carnegie Music Hall, this city. The artists will be Marie Rappold and Mario Laurenti, of the Metropolitan Grand Opera Co. A. A. Buehn, general manager of the company, stated that the event will be one of the musical events of the season, and that extensive preparations are under way.

S. H. Nichols, general manager of the Pittsburgh offices of the Columbia Graphophone Co., is spending his vacation at the seashore. Mr. Nichols has been a rather busy man the past few months and with the aid of his staff of co-workers has succeeded in making August the record business month. It was stated that the past month showed more actual business than any other similar period in the history of the Pittsburgh offices. A. B. Smith, assistant manager, stated that the outlook for the fall trade was excellent. He also emphasized the fact that the service department of the local branch was a potent factor in aiding the sales.

J. J. Murray, manager of the talking machine department of Spear & Co., utilized extensive newspaper space in directing the attention of the public to the advance in prices of talking machines. Mr. Murray's department is one of the most complete in the city. The lines carried are the Victrola, Sonora, Vitanola, Aeolian-Vocalion and Crescent-Silvertone.

J. C. Roush, president of the Standard Talking Machine Co., and Wallace Russell, also of the Standard Co., spent several days the past week at the Victor plant at Camden, N. J.

H. J. Brennan, manager of the Pittsburgh Pathéphone Co., anticipates a brisk trade in the sale of Pathé machines and records this fall.

WALTER S. GRAY'S

JOBBER'S BULLETIN OF
PHONOGRAPH ACCESSORIES

*The best of everything my policy and the
best of service my practice.*

Albums; Attachments for Edison Machines to play all records; All in One and plays all attachments to play all Records on Columbia and Victor Machines; Corrugated and Wooden Packing Boards; Diaphragms-Mica; Edison Diamond Points; Edison Sapphire Points; Fibre Needle Cutters; Harmonicas; Lansing Khaki Covers; Literature Hangers; Easels and Monthly Supplement Displayers; Monthly Supplement Envelopes; Needles, Steel and Semi-Permanent; Pathé Sapphire Balls; Ready Files; Record Cleaning Brushes, Printed and Unprinted: Record-Lites; Record Stock Envelopes for all sizes Victor, Columbia, Pathé; Reproducers; Record Delivery Envelopes, 11½x11½ and 13½x13½; Seals and Stickers for Envelopes and Packages; Sticker Moisteners; Violin Strings.

WALTER S. GRAY

942 MARKET STREET
SAN FRANCISCO

He stated that he had made ample plans for caring for the looked-for rush for goods. L. N. Stewart, assistant manager, returned from his vacation trip to the East.

C. W. Baldwin, of Meyersdale, Pa., and Zimmerman & Wild, of Connellsville, Pa., are two of the new local agents who will sell the Pathé-phone and Pathé records.

J. C. McGinnity has taken over the Victor shop of B. J. McGinnity & Co., of Blairsville, Pa. The new owner and manager has just returned from France, where he served in the American Expeditionary Forces.

The Victor shop of the Leroy Foster Co., at Rochester, Pa., has been taken over by the Ingram Music Co.

Extensive arrangements are being made by the C. C. Mellor Co., Victor distributors, for the fall trade. John Fischer, manager of the Victrola department, stated that there was every indication for a marked increase in the sales of Victrolas and Victor records. The Mellor Co. is an enterprising Victor distributing agency and Manager Fischer has surrounded himself with an able corps of assistants in both the wholesale and retail departments. The work of the educational department is in the capable hands of Miss Lillian A. Wood, who has just returned from her vacation.

George H. Rewbridge, of the W. F. Frederick Piano Co.'s wholesale Victrola department, is very optimistic concerning the future of the Victor trade in this and adjoining districts reached by his salesmen.

TO MAKE TALKING PICTURES

Hal Clements Photo Features, Inc., Bronx, is a recent New York incorporation which has been organized with a capital of \$150,000 to engage in photographic and motion picture business and the making of talking pictures. The incorporators are: Hal Clements, 56 North Fourteenth street, Flushing, L. I.; John E. Hume, 950 Sherman avenue, and Daniel K. Mitnick, 976 Tinton avenue, Bronx.

LARGE EXHIBITION OF SHEET MUSIC

The Charles E. Rote Music Co., Battle Creek, Mich., Victor and Brunswick dealers, have made plans for a large exhibit of their publications at the Hotel La Salle during the International Lyceum & Chautauqua Association Convention beginning on September 14 in Battle Creek.

Die Cast Tone Arms, Reproducers
and Attachments in any Quantity

PARKER WHITE-METAL & MACHINE CO.
ERIE, PENNSYLVANIA

The Heart of the Phonograph

is the motor and the nerve controlling it is the governor.

Does your make of phonograph develop heart trouble occasionally? All right, we are qualified to prescribe and have the right treatment.

DON'T buy a motor unless it is equipped with the WILLSON SPRING MOTOR GOVERNOR. The mechanical excellence of the motor is assured, for this governor cannot be used on any motor unless it passes a high standard of workmanship.

Write us, we will be glad to send a representative.

WILLSON SALES CO.

Phonograph motors and specialties

Williamsport, Penn.

AN INDISPENSABLE FACTOR IN THE SCHOOL CURRICULUM

This Was the Conclusion Arrived at by Those Who Had the Privilege of Hearing J. Milnor Dorey Discuss the Important Function of the Grafonola in the Domain of Education

At a recent convention of the Ontario Educational Association, held in Toronto, one of the most interesting addresses was made by J. Milnor Dorey, of the Columbia Graphophone Co.'s Educational Dept.

In the course of his address Mr. Dorey gave some interesting information regarding the progress of the Grafonola as an indispensable factor in the school curriculum.

The practical use of the Grafonola was shown by the interesting drill executed by a class of boys to a record, the music of which was written to fit into the needs of bodily movement necessary for proper calisthenics. Another class of girls executed a folk dance prettily, showing not only a very concrete and practical use of the Grafonola in bringing to schools the wealth of folk dances and games for children, but that it is of direct aid in fulfilment of the law of the province, which states that there shall be a course in physical drill "to provide rational forms of exercises for the attainment and maintenance of health, the development of a symmetrical body, and the formation of habits of grace and ease in muscular movements."

It was also shown that it is possible to teach penmanship with the Grafonola. A class of pupils at the blackboard went through a set of penmanship exercises to the direction of a voice speaking in record form, which not only gave them instructions for position and posture, but counted the time rhythmically. This arrangement thus enables the teacher to move about the room to correct false positions and incorrect writing, and at the same time relieves her of voice strain in counting. The same pupils then wrote some exercises to musical records in three-four and four-four time, maintaining again the evidence of increased legibility and ease of arm movement when the counting is done rhythmically, that is, musically.

The entire subject of musical appreciation was then taken up and various records played to show how to map out a course in musical appreciation, running from the kindergarten to the High School, all the music employed graded in a thoroughly pedagogical and psychological plan. First were played records for the sensory period, the child period, when concepts were made through the senses, selections embodying simple rhythms, descriptions of nature, and simple sounds. Then came the associative period, in which pupils now began to interpret their learning in terms of other knowledge, and selections were played in which the element of discrimination was pronounced, music bringing out different types of songs, elements of time, form, etc.

In the adolescent period it was shown that

pupils now should be taught appreciation from the intellectual standpoint. Pupils may learn at that time the difference between the song, the ballad, the opera aria and the oratorio type. Pupils may now begin to learn the various functions of the instruments in the orchestra as well as the essential difference between the overture, the sonata, the tone poem and the symphony. Finally, he may be able to see how music may help develop his intelligence and information in geography, history and English, folk songs and dances, great musical compositions which depict historic events and all the wealth of music which has literary background and sources of inspiration can thus be placed at the disposal of pupils in this work of showing the unity that pervades all art and form of expression. It is obvious that the Grafonola is the only means of bringing to the schools the great music of all time sung and played by artists, serving not only a definite and ennobling means by musical culture, but as a very important and integral factor in the entire life of the school.

ANNOUNCE NEW BRUNSWICK PRICES

Many Former Models to Be Discontinued and New Models Substituted at New Prices

The Brunswick-Balke-Collender Co. has announced a change in the list price of Brunswick machines, owing to the introduction of new models into the Brunswick line. Some of the former models will be discontinued and new models substituted at new prices. In making this announcement Edward Strauss, of the New York office, said that the machines now being made at the factory would be sold at the former price and the new models would be automatically substituted for them when the present machines were exhausted and the new prices would only affect the new machines.

Model No. 7 will remain the same at \$100. Model No. 10, at \$125, will be discontinued and No. 110 substituted at \$135. No. 12, at \$125, will be discontinued and No. 112 will be substi-

tuted at \$150. No. 17, \$200, will be replaced by No. 117 at \$225. No. 20, at \$225, will be replaced by No. 120 at \$260. No. 22 will be discontinued and several new models will be substituted, among them being period models. All the new models will be equipped with the new Brunswick motor, which is distinctive in design.

TONE ARM PROVES POPULAR

The Lewis tone arm (Universal), which was recently offered to the trade by the Lewis Tone Arm Co., is reported to be already meeting with much success in the trade. The sales of this new tone arm are under the able management of Vitus F. di Lustro, widely known throughout the talking machine trade and whose offices at 154 Nassau street are also the sales offices of the Lewis Tone Arm Co. A feature of the Lewis tone arm is the spring balance, which accurately determines the weight of the tone arm upon the records.

The latest, most intelligently constructed lateral record in the world

The New Lateral Phonograph Record

made by

THE LIBERTY PHONOGRAPH CO.

is manufactured for the discriminating—for those who appreciate and cherish the fine and beautiful things of life.

DISTRIBUTORS—WRITE

The only true lateral record on the market without a machine tied to it



EVERY LIBERTY RECORD IS A Masterpiece! The superiority of the Liberty Record is the result of infinite pains. It is produced because of our belief that the vast majority of music lovers desire the best that human minds and hands can produce.

This is not a record for people who like the cheap, tawdry, the commonplace—but is for those who appreciate and cherish the fine and beautiful things in life.

We solicit inquiries from Distributors. We urge prompt action, so your plans should be made at least six months in advance if you wish to handle this new Lateral Record.

The Liberty Phonograph Co.

Executive Offices: 1836 EUCLID AVE, CLEVELAND, O.

Laboratories: 16-18 West 39th St., New York

The Cardinal

The Phonograph with a Personality



The CARDINAL Line of Phonographs in your store will mean

First.—That you will be handling instruments of exceptional quality.

Second.—That you will be satisfying your trade with the instrument that stands supreme in reproduction, appearance and performance.

Third.—That the merits of the CARDINAL Phonograph plus our powerful dealer co-operation will put you squarely on the road to become the biggest phonograph dealer in your territory.

SUPREMACY

The CARDINAL Tone Expansion feature is the biggest step ever taken towards the ultimate goal of master reproduction. The wonderful "lips" of this chamber—lips which literally lift the sound from the instrument, are a powerful factor in the popularity the CARDINAL enjoys. Add to this the elegant symmetry of CARDINAL cabinet design, and you have supremacy in the phonograph field.

CARDINAL Phonographs offer a most profitable representation. With big selling points, a liberal sales policy, generous discounts and a complete dealer service, there is every reason in the world why you should take on the CARDINAL Line and do a big money making business right from the start.

A card from you will bring detailed information of a bigger, better business proposition

*The Cardinal
Phonograph Company*

Newark Ohio

Factories at Zanesville Ohio

Makers of the Best in Phonographs—The CARDINAL

Let This Soak In

From January 1, 1919, to August 10, 1919,* 505 merchants throughout the United States and Canada have taken on the New Edison Diamond Amberola and they are making money.

Are you handling the Edison Diamond Amberola?

An inquiry will receive prompt attention.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

*Figures taken from the official records
of the Amberola Department.

PORTLAND CONTINUES ONE OF OREGON'S LIVE CENTERS

August Business of Notable Volume—Allen's New Record Department—Displays During "Buyers' Week"—"Tone Clear" in Demand—McCormick's Fine Store—New Sherman-Clay Manager

PORTLAND, ORE., September 6.—While many of the talking machine dealers say that business was quiet during August, an inquiry into the facts of the case does not seem to justify this opinion. A great many talking machines have been sold this summer, more in fact than dealers were prepared to deliver. Last winter's and last spring's business was of such an unusual volume that the summer sales appeared small in comparison. Many of the people who went on vacations, however, took portable machines with them. There was hardly a camp that was not provided with an instrument of some kind. Nearly every automobile party had its talking machine along. These visitors have been buying records in large quantities. While some dealers have been fortunate enough to have almost an adequate supply on hand, many of the record departments have been quite unable to meet the extraordinary demand.

No more beautiful record department can be found on the coast than the one just completed in the store of the Wiley B. Allen Co. The floor space is 60 by 100 feet. Record racks are conveniently arranged between the rows of demonstration rooms, leaving wide aisles on each side. The good taste displayed in the whole arrangement reflects great credit upon the manager, Frank M. Case, whose ideas have been carried out in every particular.

During the "Buyers' Week" the new Stradivara plant at Thirty-third street and East Broadway was open for the inspection of the visiting merchants. Visitors were most hospitably received and were shown the many features of the new Stradivara instrument. The company, which had been making Stradivara machines for about a year, was recently reorganized and the new plant at Thirty-third and East Broadway acquired. The plant, which was formerly occupied by the Jeffrey Airplane Co., has been completely overhauled and equipped with machinery for turning out the instruments. A branch office has been opened in San Francisco, under the management of Charles Soule.

Harry L. Marshall, local manager of the Edison Co., motored over eastern Oregon, Washington and Idaho. He found conditions exceptionally good. The farmers are having wonderful crops; the best wheat belt averaged 50 to 60 bushels an acre, and the crops throughout the entire section were generally good. One of the traveling men and a mechanic accompanied Mr. Marshall. The mechanic gave instructions to the dealers.

The Victor agency in Corvallis, Ore., has been transferred to the Warren Sharpe Furniture Co.

During Buyers' Week in Portland Mr. Hunt was called upon by C. B. Sampson, Sampson Music Co., Boise, Idaho; Mr. Reed, Reed Bros., Burns, Ore.; Mr. Botkin, the Botkin-Joy Drug Co., Caldwell, Idaho; Mr. Huntly, Huntly Drug Co., Albany, Ore.; Mr. Johnson, Logan Music Co., Twin Falls, Idaho, and Mr. Swartz, Roseburg Furniture Co., Roseburg, Ore.

C. Guy Wakefield, of the Wakefield Music Co., is at present visiting the towns of the Willamette Valley, establishing Cremona agencies.

Edison talking machines are selling fast in the phonograph department of Eilers Music House. Columbia Grafonolas are also in great demand and a good supply is on hand. The wicker phonograph—a novelty in a charming room with its dainty cretonne hangings, artistic furniture and picturesque setting—has been very much admired.

The new quarters of L. D. Heater, of the Columbia Graphophone Co., are now located in the Spaulding building at Third and Washington streets. The rooms have been newly decorated and furnished and are handsome and comfortable. The dictaphone school is a success; the classes are large, but J. R. Haight, manager of the department, says that it is not possible even with the large number of pupils they have to supply the demand for operators.

C. V. H. Jones, in a new Nash car, accompanied by his wife, visited Portland the last week in August. Mr. Jones is the wholesale representative of the Columbia Graphophone Co. in Seattle. He spent a day with L. D. Heater, local manager.

Quite a number of Columbia dealers visited Portland during Buyers' Week. Among them were M. E. Everett, of North Bend, Ore.; Mrs. W. H. Bokenkamp, of LaGrande, Ore.; J. S. LaMar, of Tillamook, Ore., and Mr. Burdick, of Reedsport, Ore.

H. E. Hurd, of Chicago, has joined the force of the Wiley B. Allen Co., in the talking machine department. He has only recently returned from Rome, Italy, where he was confidential clerk to the American Military Attaché, Colonel Buckley, during the war.

The Wax-Wilson Co., distributing agents for "Tone Clear," are very much gratified with the result of their advertising campaign in *The World*, which has brought orders and inquiries from all over the United States and Canada. Mr. Wax says they have made some very fine connections through the advertisement.

The wholesale Victrola department of Sherman, Clay & Co. has a new local manager, Elmer B. Hunt, who has been with the San Francisco house

for twenty-seven years and was, until his recent promotion to the position he now occupies, assistant to General Manager Andrew G. McCarthy, of San Francisco. Mr. Hunt's offices are in the Blake McFall Building, at 45 Fourth street. Mr. Hunt's thorough knowledge of the Victrola business makes him a fitting successor to Charles H. Carder, former manager of the department.

Cass Altschuler, representing Walter S. Gray, of San Francisco, is selling phonograph accessories to the trade in Portland this week. Mr. Altschuler says that business is growing by leaps and bounds.

Paul B. Norris, who for several years has been with the Wiley B. Allen Co., in Portland, and who has gained for himself the reputation of being one of the best salesmen on the coast and a famous "closer," will look after the outside trade for awhile.

A beautiful Art Kraft talking machine is on display in the window of the McCormick Music Co. A dark finished reed case makes a very attractive machine. It is furnished with an electric motor.

E. B. Hyatt, of the Hyatt Talking Machine Co., has returned from the beach where he has been during the summer. Business is very good for this time of the year, said Mr. Hyatt. He has accumulated a fine lot of stock and expects a splendid fall trade.

The Remick Song Shop is making a big success of its new talking machine department. Columbia Grafonolas are sold, the demand for them continues and the supply on hand is taxed to meet this demand.

The McCormick Music Co., Inc., is the name given to the old Columbia Grafonola Shop. S. J. McCormick is manager and will carry pianos as well as talking machines. Mr. McCormick has secured a good lease, has a fine location, capable assistants and is thoroughly well acquainted with the business of which he is the head and which he will no doubt make a big success. Tom J. Cooney, who for sixteen years has been a faithful employee of the Columbia Co., will be in charge of the stock and repair department of the McCormick Music Co., Inc. The Columbia and Victor machines are carried by this house.

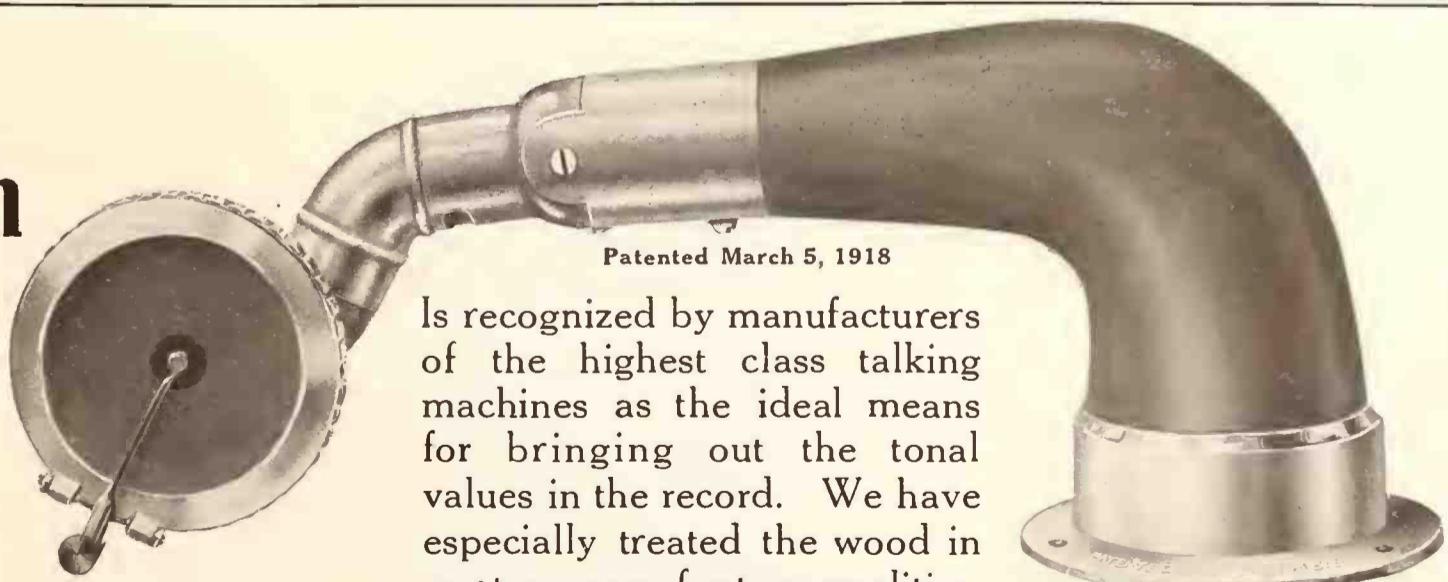
A fine lot of Brunswick talking machines has been received by Wheeler Dodds, manager of the talking machine department of Edwards Furniture Store. There is a big difficulty, however, in getting enough Victors, and records are slow in coming in. Mr. Dodds has just returned from a trip to Roseburg and other points in the Willamette Valley.

Very interesting ads of the Brunswick phonograph are published in the local papers by the Powers Furniture Co.

J. H. Wheeler, of Petersburg, Alas.; P. C. Mc-

(Continued on page 114)

The Wooden Tone-Arm



**Exclusive Territory Can
Be Had—Address**

Is recognized by manufacturers
of the highest class talking
machines as the ideal means
for bringing out the tonal
values in the record. We have
especially treated the wood in
our tone-arms for tone qualities.

The wooden tone-arm is a strong selling point in talking machine sales. Can be had in all finishes. Sample \$6.

QUANTITY PRICES ON APPLICATION

MANHATTAN PHONO PARTS CO., Inc.

145 West 45th Street

New York City

Crystal Edge MICA Diaphragms

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

PORLAND A "LIVE" TRADE CENTER (Continued from page 113)

Cormack, of Wrangle, Alas.; James Reed, of Burns, Ore., and O. E. Ellingson, of Weiser, Ida., all Edison dealers, called on Mr. Marshall, manager of the Edison Co. in Portland, during Buyers' Week. All reported big business.

The Jennings Furniture Co. are advertising the Widdicomb phonographs extensively.

Most impressive advertisements of the Sonora are presented by the local branch of the Bush & Lane Piano Co.

The G. F. Johnson Piano Co. show a variety of Cheney phonographs of the most exquisite period models. This company are exclusive agents.

During Buyers' Week in Portland the Pathé Co. gave between 300 and 400 demonstrations of the new model Actuelle, which created a very favorable impression among the dealers.

The Brunswick Co. are 2,000 machines behind orders, according to Manager McKinley.

NEW DISTRIBUTORS ESTABLISHED

L. D. Rosenfield Tells of Progress of Emerson International, Inc.—Appreciation of Product
—T. J. Porske's Good Trip in the West

In a recent chat with The World Louis D. Rosenfield, sales manager of the Emerson International, Inc., and in charge of the company's repertoire sales and advertising, commented as follows upon the progress that the company is making:

"That Emerson International records are finding an assured place in the hearts of the music-loving public is proved by the very unusual increase in orders coming from all parts of the country, both in the way of new orders from newly established dealers and distributors and also from repeat orders from those who have already handled the Emerson International records. Not only are the catalogs in foreign languages finding favor with the 'music-loving' foreign-born population, but the special 'International' catalog is arousing unusual attention, largely due to the fact that the American to-day is rapidly becoming educated to the better class of music, including operatic and high-class instrumental selections.

"The dealers are finding it increasingly easy to make a quick turn-over of a product which is wanted by everybody. This circumstance can be traced back to the last two or three years when artists of high-class talents gave their time to further war interests by giving concerts in practically every city and town in this country. America is waking up musically and the Emerson International dealer is finding that he has a larger public every month."

Theodore J. Porske, assistant manager of sales of Emerson International, Inc., has just returned from a two months' trip through the Middle West in the interest of Emerson records. He reports an unusual demand for Emerson International product both from foreign and American dealers. He states that many of the dealers are waking up to the fact that the foreign catalogs represent a real investment in the merchandising of records and that right at their door lies a field represented by the foreign population that is only too ready to buy the best that is put upon the market. Mr. Porske's itinerary included practically all of the Middle Western States, including an intensive survey of conditions in Chicago. In his opinion the field for phonograph products is more promising than ever before in the history of the industry and will probably continue indefinitely and to an increasing degree.

In the last few weeks several new distributors have been added to the International list.

notably the Hessig-Ellis Drug Co., of Memphis, Tenn., who are dealing exclusively in Emerson International records in the southern Mississippi territory; the Strevell-Paterson Co., of Salt Lake City, cover a large area in the Far West, west of the Rocky Mountains; the Western Jobbing & Trading Co., of Los Angeles, who are distributors for the southern part of California, and the Alexander Drug Co., of Oklahoma City, for the State of Oklahoma. In addition the Marshall-Wells Co., of Duluth; C. L. Marshall & Co., of Detroit, and the Ohio Sales Co., of Cleveland, all report unusually heavy prospects for fall business in the International line. The Chicago office of the Emerson Phonograph Co. is to-day doing from three to four times as much business in International

record as was done in any previous month.

In addition to domestic orders the export business in International records is assuming increasingly large orders, new territory being taken up very rapidly. South America, particularly, is getting into the field very strongly for all classes of instrumental records and particularly for records of Spanish character.

OPEN EXPORT OFFICES IN NEW YORK

BOSTON, MASS., September 8.—The New England Talking Machine Co. of this city, manufacturers of the "Perfection" phonograph accessories, have announced the opening of Eastern and export offices with the Phoenix Trading Co., 1265 and 1269 Broadway, New York City.

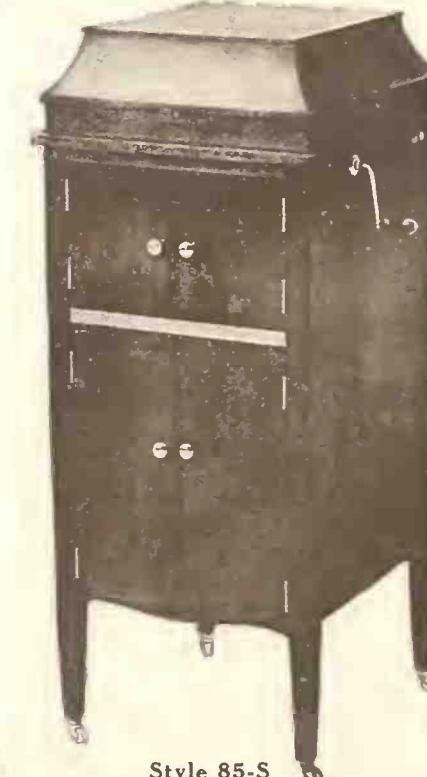
Natural Voice Phonograph Co. ONEIDA, N. Y.



Style 175



Style 125

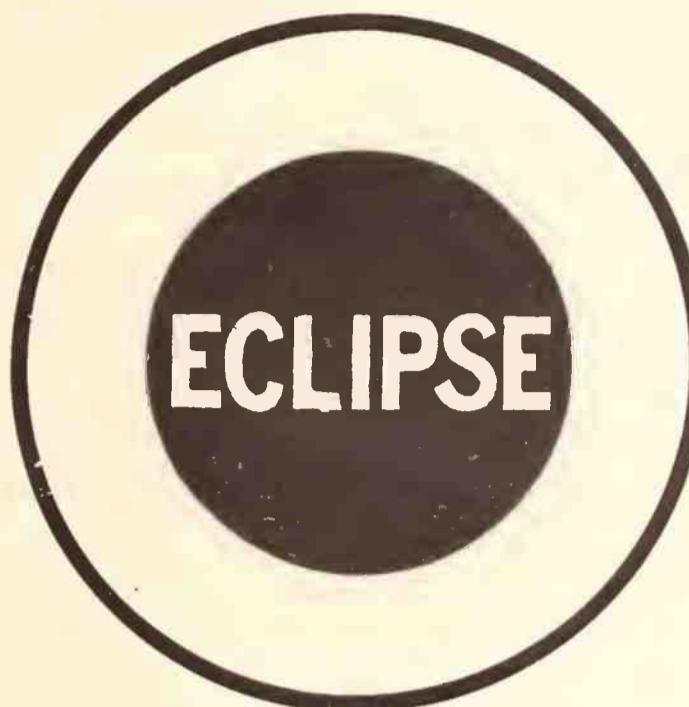


Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to our patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire

**Natural Voice Phonograph Co.
ONEIDA, N. Y.**



OUR SERVICE HEADQUARTERS HAS MET WITH INSTANT SUCCESS

A number of innovations have already been introduced by us which Victor dealers have declared "the best they have ever seen," and as rapidly as we have installed them they have created new customers and new sales for our trade.

We are now equipped to give you the service that will keep your Victor business in the foreground, and which pays you large dividends on your investment.

ECLIPSE VICTOR SERVICE is based on three vital factors:—Long time experience in handling Victor business; ideal facilities; a staff of Victor specialists to co-operate with you.

YOUR Victor business, no matter whether small or large, can be made

more successful with ECLIPSE SERVICE.

A large part of our work is creative. A few minutes spent with our Sales Department going over your Victor business will bring out any number of new ideas which can be applied profitably to *your* business.

We feel it is up to us to see that your Victor business is profitable, and that you turn your stock regularly. It is our aim to make you even a bigger success than ever before.

Our Service Department and its creative work is just one unit of "know-how"—all of which is absolutely free to our dealers for the asking.

SERVICE HEADQUARTERS
THE ECLIPSE MUSICAL CO.
VICTOR WHOLESALERS
CLEVELAND

THE LYRAPHONE CO. of AMERICA

(MANUFACTURERS OF LYRIC RECORDS)

Have secured the recording rights of the
WORLD FAMOUS QUARTET of SOLOISTS from the

SISTINE CHAPEL CHOIR OF THE VATICAN, ROME

Alessandro Gabrielle, Soprano
Izio Cacchini, tenor

Luigi Gentili, Contralto
Dos Santos, Basso

who gave their opening concert in Carnegie Hall, Sunday evening, September 14, and who will tour the country, giving over 100 concerts.

These singers' arrival in this country was announced by the Associated Press, as well as being flashed on the screen of every motion picture house in the country.

Their concerts will attract further publicity in both the daily and Sunday papers of the United States and Canada.

Starting October first four double-sided records will be released each month—all having a tremendous sale. Mr. Dealer, you cannot afford to miss this opportunity.

October Releases

FIRST RECORDINGS BY THE SISTINE QUARTET

No. 6146—A—Alleluia (Jomelli)	SISTINE QUARTET
\$1.25 B—Panis Angelicus (Sannacconi)	SISTINE QUARTET
No. 6147—A—Ave Maria (Antolisei)	SISTINE QUARTET
\$1.25 B—O vos Omnes (Vitoria)	SISTINE QUARTET
No. 6148—A—O Sacrum Convivium (Perosi)	SISTINE QUARTET
\$1.25 B—Christmas (Noel) (Kanzler)	SISTINE QUARTET
No. 6149—A—La fontana di Caraouet (Letorey)	SISTINE QUARTET
\$1.25 B—The Return of the Herd (Muller)	SISTINE QUARTET

LYRIC RECORDS ARE QUALITY RECORDS



Our product is not new—We need no introduction to the trade. For the past few years we have manufactured records which met the severest tests of the musical critics. Making constant improvements, and sparing no expense, we have today what is admittedly the most artistic as well as the most successful of all hill and dale records.

The above announcement is only added proof of the superiority of our product.

Lyric records have a ready sale. A complete catalog of secular, sacred, standard, operatic, popular and dance music awaits your order.



LYRAPHONE CO. of AMERICA

117 Mechanic Street
Newark, N. J.

AUGUST TRADE IN KANSAS CITY BEST IN THREE YEARS

Extensive Advertising Campaign Responsible for Increased Business—Manager W. J. Simonson
Enlarging Talking Machine Department—Vernon Dalhart and Edison Phonograph in Test

KANSAS CITY, Mo., September 8.—The month of August was the best summer month for the talking machine in this city and territory during the past three years. Business in all its phases was much heavier, the sales aggregating nearly twice the total of the same month a year ago. The record business displayed almost the same increase as did the sales of machines. The collections were much better than they have been for some time, displaying that the trade is upon a much better financial basis.

C. V. Bissell, manager of the local branch of the Starr Piano Co., declares the advertising campaign being conducted by the larger houses of this city is directly responsible for much of the increased business. He points out that the "beautiful home" contest which is being conducted by the Kansas City Star, the largest daily newspaper in this city, has brought a great deal of influence to bear upon the public, particularly from an artistic standpoint, and musical instruments for the homes were in great demand.

Kansas City has attracted the attention of the entire country through an advertising campaign of the assets of the city, which has become known as the "Do You Know" series. These ads have been appearing in 172 of the leading newspapers of the United States and one in France and one in England. The fund for this advertising of the city was raised by popular subscription, the J. W. Jenkins' Sons Music Co. contributing \$500 and the Schmelzer Arms Co. \$200. These two firms represented the talking machine jobbers and retailers of Kansas City.

The J. W. Jenkins' Sons Music Co. recently announced that a new warehouse would soon be constructed for the company of re-enforced concrete at 2100 and 2110 Wyandotte street. It will be seven stories high, 150 by 152 feet, and cost a little more than \$300,000. The month of August brought an extremely good business to the Victrola department of the Jenkins Co. and the company reports an increase in the demand for records, which indicates that the business in the talking machine record department will be much larger this fall and winter season than it has ever been before.

W. J. Simonson, manager of the local branch of the Smith, Barnes & Strohber Piano Co., reports that the business in his talking machine department has increased tremendously in the past month. Mr. Simonson has devoted a large portion of his time in putting the talking machine department of the company, which handles both the Victor and the Columbia, and the machine made by the Smith, Barnes & Strohber Piano Co., upon a par with that of the piano business.

M. M. Blackman, manager of the Phonograph Co., Edison jobbers, declares that the business during the past month has been exceedingly good. Mr. Blackman says: "Business during the fall and winter season this year will more than double that of the past year in this city and territory; it is safe to estimate the increase to that extent, for the demand has proved that such will be the case. It is a natural business development and not a guess, for the commercial development of the city and territory has increased in just that proportion. There is going to be a heavy demand for machines and records and the demand is going to be much larger for the higher-priced, higher-grade instruments than most dealers anticipate."

J. C. McDonnell, of the J. C. McDonnell, Music Co., reports that the business during the

past few weeks has been exceedingly good. Mr. McDonnell declared that next spring he intended to enter the wholesale and jobbing trade with a talking machine which is known as the "Donola."

O. D. Standke, proprietor of the Columbia Grafonola Shop, recently stated that the business has displayed almost an unlooked-for development, especially in the higher-class cabinet machines. "The trade has not only increased and displayed a much better financial condition of the territory in general," remarked Mr. Standke, "but in the retail business there is being an increased demand for artistic machines, machines that will match and correspond with the furnishings of the homes in which they are to be used. The public is demanding it and we are receiving requests for cabinets of period design, and in some instances this is brought more clearly to the vision when

customers ask for wicker cabinets or coverings in which to encase their machines for use on porches that they may correspond with either porch or garden and lawn furniture. Then there is the demand for cabinets that can be artistically painted to conform with the new fad of decorating old and antique furniture by painting it something after the fashion of the cubist art. It is my belief that this condition and situation is being met with throughout the entire country and is not confined to any one locality, and it is almost a certainty that the machines must follow in the paths of the architects and artists of the day."

Vernon Dalhart, who is at the Newman Theatre, sings to his audience and then lets the Edison machine sing the same song for him. This has proved especially popular and has been not only a big advertising feature for the Edison, but actually has increased the attendance at the theatre.

Five demonstration booths have been added to the equipment of the Redewill Music Store, talking machine dealers in Phoenix, Ariz.

Stoffer & Stackhouse Co., Inc.

BOURBON, IND.



Direct Factory Distributors for

OKEH
RECORDS

Attention, Dealers!

We want you to know that OKEH PROFITS are BIG these days and we want you to CASH IN on them.

DO YOU KNOW THAT

OkeH Records are the most perfect hill-and-dale records on the market today?

OkeH Records are played with either a steel or sapphire needle, and are the only records affording this choice?

The OkeH Library contains a most complete list of popular dance and vocal hits, and instrumental, sacred, Hawaiian and standard selections?

The country's most popular artists are represented in the OkeH library, including Henry Burr, Billy Murray, Arthur Fields, All-Star Trio, Van Eps Quartet, Kaufman Brothers and many others too numerous to mention here?

OkeH Records are all double faced, 10 inch, and retail at 85c. New lists are issued each month, listing 20 to 25 double-faced records.

Dealers handling OkeH Records never have a surplus of any one number. OkeH Dealers' record shelves are completely cleaned out from month to month by ever-increasing sales from the demand for this remarkable record.

Drop Us a Line and We Will Convince You of the Above.

Do It Now and Fall in Line for the 1919 Fall Profits Which Will Unquestionably Be the Largest the Trade Has Ever Known.

MAIN SPRINGS

7-8 x 022 x 10-inch - - 27c
1 3-16 x 022 x 18-inch 67 1-2c

EVERYBODY'S TALKING MACHINE CO.

38 North 8th Street

Philadelphia, Pa.

Two Largest Cities

**NEW YORK
TALKING MACHINE C^O
CHICAGO**

**Two Largest Victor
Wholesalers**

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
 William Braid White Arthur E. Nealy
 A. Snyder

World Office
 Republic Bldg., 209 South State St., Chicago
 Telephone: Wabash 5774

CHICAGO, September 8.—The talking machine trade of Chicago and vicinity during the past thirty days, contrary to usual form, has been decidedly active. A disposition to get the jump on the fall business commenced to make itself evident late in August. Large numbers of out-of-town merchants have been visiting here with the sole purpose in view of purchasing talking machines. Many of our visitors experienced difficulty in securing sufficient machines to meet their expected fall demand. Here is the way one visitor expressed some novel and interesting views on Chicago trade conditions at the present time.

"The wholesale trade in Chicago is characterized by its spirit of brotherly love truly marvelous in its application. A large proportion of the wholesale travelers and executives seem to be unusually altruistic in that they are agreeing to tell you of some other manufacturer that is able to supply you with machines. I have been sent from 'So and So' to 'So and So' but without result. Talk about your Golden Rule of the past applied with energy to the present! It is certainly a case of 'Do Unto Others as You Would Have Others Do Unto You'!"

The above expressions are printed merely to show what one merchant thinks of the situation and are indicative of what probably others than himself are up against and will be up against later in the fall. Output sold for many days, weeks, or even months in advance is not an unusual condition of affairs. If, however, ninety days from date the expected output has been attained ours will be an exceedingly happy industry, for many monkey wrenches in the form of labor troubles and the like have been thrown promiscuously into the business of making talking machines as well as other commodities. The present outlook regarding labor conditions is exceedingly hopeful for continued unrest, in the production end, which points the moral: Get what you can and get it quick.

However, the fact that a further shortage is inevitable later on in the fall has had no detrimental effect on retail sales in Chicago during the past thirty days. Indeed, there is excellent logic in pushing the sale of the talking machine early in the game.

Picking up the newspapers during the first week in September and glancing over the advertisements, the reader finds quite a substantial representation of the talking machine industry. In most cases, the instruments advertised have been of the better class of upright and console styles. The console has come in for more newspaper publicity than ever before in history. If present indications and the predictions of some Chicago talking machine men are true, then we are to enjoy an exceedingly good business in period and console types, during the fall and winter. These types are in demand even now to considerable extent and this is sure to increase right along as the season progresses. It is perfectly logical that the public should demand the best in talking machines, as it does in luxuries and necessities. The family that is satisfied with no less than \$18 shoes, \$100 suits, silk socks and stockings is the family that is buying talking machines, which is to say, so long as business keeps tearing along "on high," the present abnormal market for talking machines will continue to exist, and all classes of workers will continue to be steady buyers of costly goods.

"Getting the Jump" both in sales efforts and advertising is evidently the watchword with the progressive Chicago dealers. This unwillingness to wait upon the season augurs well for the prospects of business during that season once it has started in. September advertising is good advertising if for no other reason than that it starts a prospect along the mental road which culminates in the holiday sales.

Our Own Propaganda

This is a much-abused term. There is propaganda good and propaganda bad, but when it is musical propaganda we are all interested in it, especially if that particular propaganda results directly in the sale of musical instruments. This is precisely what the work being carried on by Mrs. Anne Faulkner Oberndorfer tends toward. A nation-wide movement for "Americanization Through Music" has been launched in the Federated Women's Clubs of America by our own Mrs. O and the particular manner in which her work is making for the betterment of the trade (aside from the benefits bound to result from any musical movement) is told by

the chairman of the Western Division of the Bureau for the Advancement of Music herself, who has just returned from the biennial meeting in Peterborough, N. H., of the National Music Committee of the Federated Women's Clubs. Mrs. Oberndorfer, by the way, has been placed in charge of arrangements for a national study course in music which will be used by clubs located in every part of the country.

"In planning the course, we have instituted a series of music memory contests," she said, "which bear directly upon the need in the homes of talking machines and player pianos. We recommend that certain selections be studied in the homes, and the only music available in the greater number of homes is mechanical music. To make good in the memory contests it is almost a necessity for participants to study the selections which they are endeavoring to memorize in their own homes." Arrangements have been made with the Victor Talking Machine Co. for the placing of the music memory selections on their record lists. Similar arrangements have also been made with the Q R S company and the Imperial Player Roll Co. in regard to player-piano rolls. It might be mentioned, in passing, that Chicago will have its own series of musical memory contests this Fall, with no less an organization than the Chicago Symphony Orchestra in the leading role. A series of six concerts are to be given by this organization.

The music memory contests will be sponsored by the Women's Clubs of many cities and towns. It is vitally of interest to the talking machine men of the localities in which these contests are staged that they be as successful as possible, and it is to the interest of the latter that they aid in every possible manner.

Empire Phonoparts Man Here

W. J. McNamara, president of the Empire Phonoparts Co., spent his vacation in Chicago during August resting up in the Windy City from the cares attendant upon the Phonoparts executive in his efforts to keep abreast of the unusual demand his concern is experiencing. Mr. McNamara stated that he had installed new machines to aid in attaining a maximum output and said that by September he would be ready

(Continued on page 121)

THE "WADE" FIBRE NEEDLE CUTTER

IS THE CUTTER OF COMPLETE SATISFACTION

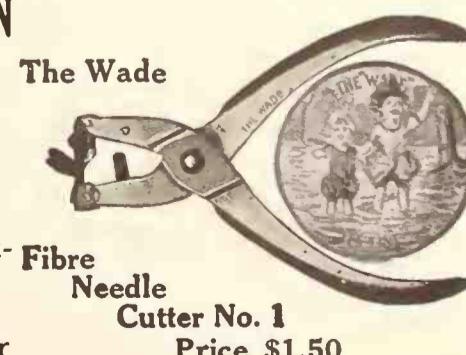
OUR MOTTO:

"Not how Cheap but how Good"



The Wade

Fibre
Needle
Cutter No. 2
Price \$2.00



The Wade

Fibre
Needle
Cutter No. 1
Price \$1.50

We use only the very best of materials and workmanship that money can procure.

Place orders early as the demand this fall far exceeds all previous years.

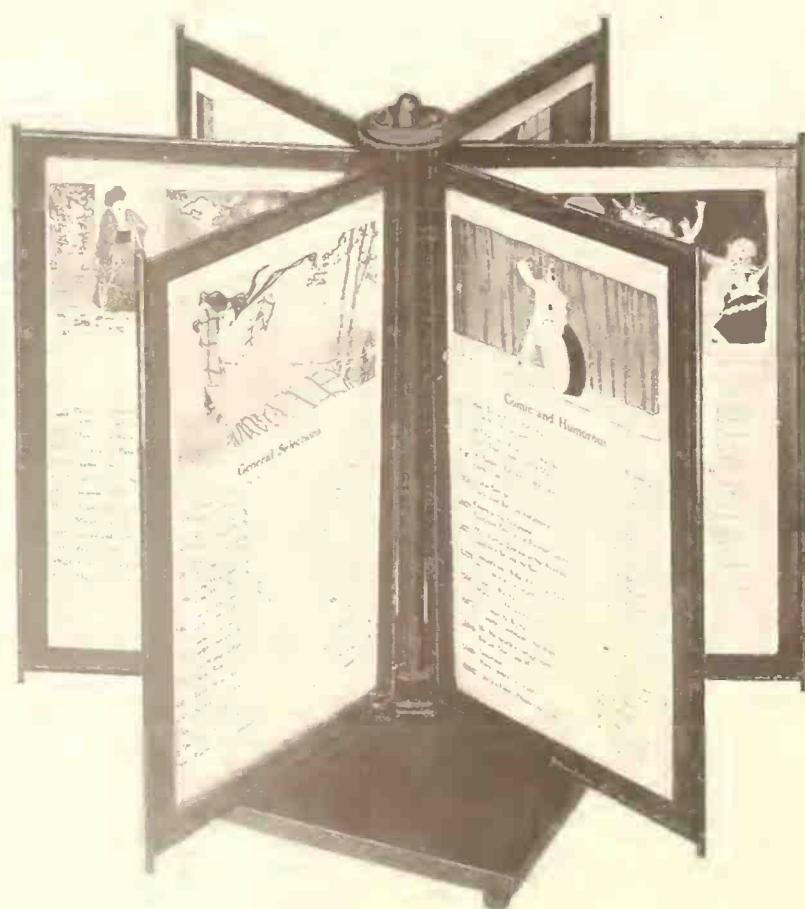
WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

2 Victrola and Victor Record Sales Builders



We think this is much the best 24-sheet poster we ever designed. It is attractively colored and the subject has been effectively handled by the artist.

Prices and colored miniatures will be sent without charge.



A New Monthly Feature for Your Record Counter!

We will supply a special card each month to subscribers of our Silent Salesman Display Racks. This card will feature the new records of each month's issue. This is in addition to the 3 sets of 12 colored cards furnished with the rack. Send for one of these **SILENT SALESMEN!** Put it on your counter—if you do not like it return it to us. Price Complete \$9.00

Lyon & Healy
VICTOR DISTRIBUTORS
CHICAGO

A NAME-VALUE OF HALF A CENTURY'S STANDING

For forty-nine years, the name NEWMAN BROS. has been seen on the fall-boards of very fine pianos. Forty-nine years of the best piano making form a worthy prelude to the entrance of this company into the manufacture of HIGHEST GRADE TALKING MACHINES

Announcement is now made of FOUR highly attractive models of NEWMAN BROS. PHONOGRAHPS, each standing upon the same basis of sincerity and technical excellence which has characterized the eminent piano-making of the house.

For PERTINENT FACTS "drop a line to"

NEWMAN BROS. CO.

Makers of Newman Bros.; Pianos, Players and Phonographs

Chicago Ave. and Dix St.

ESTABLISHED 1871

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

and plans to equip his court with one in the near future. Assistant State's Attorney Dooley made the suggestion one day and the Judge signified quick acceptance of the idea. It is said that the testimony of policemen who arrest automobilists will be taken on the instrument. Absolute accuracy will be one of the advantages offered by the use of the machine.

Wage Earner Spends Lavishly

Who's buying your talking machines? A recent article in the "Chicago Tribune" pictures the workingman of today in the midst of one long orgy of revelry in the matter of luxury purchases. Shoes, clothes, personal vanities, talking machines, pianos, automobiles, etc., are only items in a long list of expenditures of which he will have nothing but the best. Is this true? If we are to take the word of numerous Chicago talking machine men, the question can be answered most decidedly in the affirmative, at least insofar as talking machine purchases are concerned. The class of persons responsible for the big Spring and Summer business, and the class to be responsible for an undoubted Fall business of unusual proportion, is said to be the affluent workingmen. However, it being granted that the "workers," whose wages have steadily increased, form the large percentage of talking machine buyers, is it still true that he will have nothing but the best? The talking machine merchant wants to know what way said workingman (a term very much abused, by the way, for are we not all workingmen) is going to trend in his tastes. A State street retailer (not of talking machines) says:

"The workingman is having his revel in fancy toggery, nifty shoes, honest-to-goodness silk shirts and the sportiest of cravats. He will pay \$10 to \$15 for up-to-date shoes, when he wouldn't pay \$2.50 for the same quality in off styles."

But the taste of the workingman in shoes and talking machines may be vastly different, especially when he has never possessed one of these instruments. While more high-priced and better quality talking machines are being sold this season than in any previous one, it would be erroneous to claim that they are all being purchased by the workingman. The music lover who has owned a small or inferior instrument is purchasing as well.

Speaks at Educational Meeting

Mrs. Anne Faulkner Oberndorfer, chairman of the Western Division of the Bureau for the Advancement of Music and author of "What We Hear In Music," of Chicago, made an address at the recent Victor educational conference at Camden, N. J. Her subject was "Americanization Through Music." She told of the plans of the Women's Clubs throughout the country to support this movement in music which will emphasize the part played by talking machines and records.

Move Steger Department

The wholesale talking machine department of the Steger & Sons Co. in their building at Jackson boulevard and Wabash avenue has been moved from the fourth to the third floor. Roy Hinman, manager of the Steger talking machine business, has his office located on this floor also. The Steger Co. have been doing some aggressive retail advertising in Chicago daily newspapers of late with excellent results.

"Lends" His Catalog

The Gulbransen-Dickinson Co.'s Bulletin prints a very interesting article concerning one of their dealers who "lends" instead of "gives" his catalog to customers. The idea as applied was used with pianos, but might be used with talking machines equally as well. In speaking about the retail merchant who conceived the idea, the article says:

"He never gives the catalog away; always

lends it. He got into the habit some months ago when there was a shortage of Gulbransen catalogs, but is continuing it now because it seems to give better results than the old plan. In lending it he intimates that the catalog has a value greater than the prospect might otherwise attach to it. And also gives himself an excuse for calling at the prospect's home some days later."

Plays at Execution

In Moundsville, Va., on the 8th of August, a negro was executed in the penitentiary while a talking machine played "Lord, I Am Coming Home Today." Three selections were played. While the prisoner was marching to the gallows "Nearer, My God, To Thee" was played, and as he walked up the scaffold steps "On The Mountain Tops With Jesus" was heard, then as the trap was sprung came "Lord, I Am Coming Home Today."

New Platers in the Field

Robinson The Plater, a local firm which has been plating talking machine hardware for a number of years past for some of our largest talking machine houses, recently completed the addition of new equipment at its new factory at 420 West VanBuren street. M. J. Decker, manager of the concern, announces that they are now ready to take over additional accounts. This house is said to be the largest in the Middle West doing this kind of work.

Advertising the Bliss Reproducer

A number of excellent advertisements similar to those which have appeared in The Talking Machine World of the Bliss Reproducer have appeared in Chicago newspapers recently. Evidently Bliss Reproducer, Inc., is going after the retail business with an unusual degree of "pep."

The Deferred Payment Plan

M. B. Silverman, sales manager of the Mandel Mfg. Co., who makes the well-known Mandel line

(Continued on page 124)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

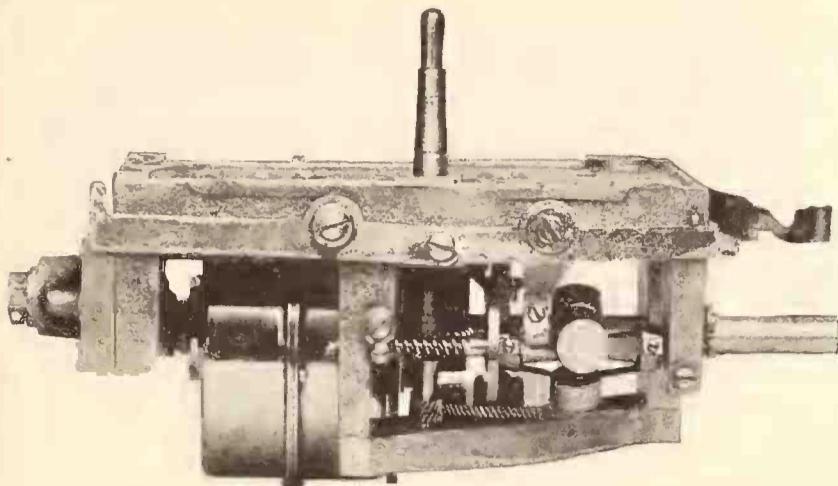
Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

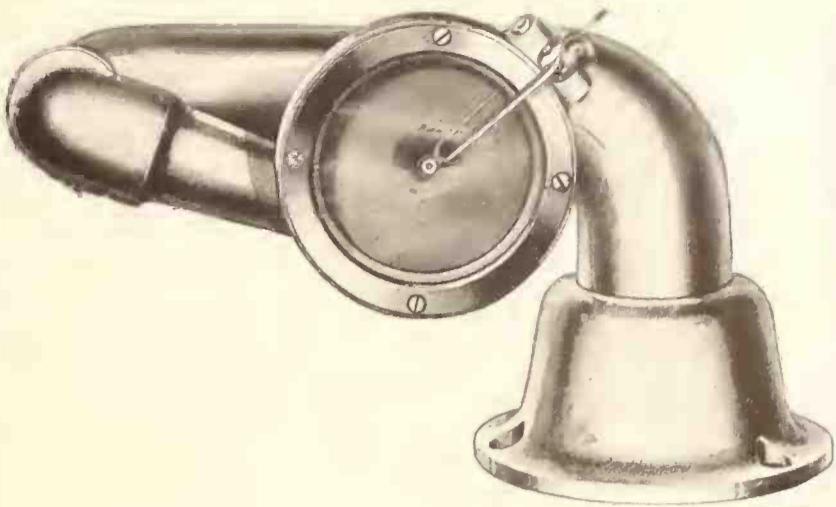
DECALCOMANIA

Transfer Name-Plates



MODEL C MOTOR

Spiral gears, noiseless 18 ft. spring; brass governor disc and bearings; universal joint on winding stem; large diameter worm drive, insuring steady running; balanced governor balls; best trimmings; micrometer governor adjuster.



TONE ARM

Universal turn-back tone arm makes easy changing and adjusting of needles. High-grade finish all over.

DEALERS ARE PRAISING

"Phoenix: A paragon of excellence and beauty."
—Webster.

PHOENIX

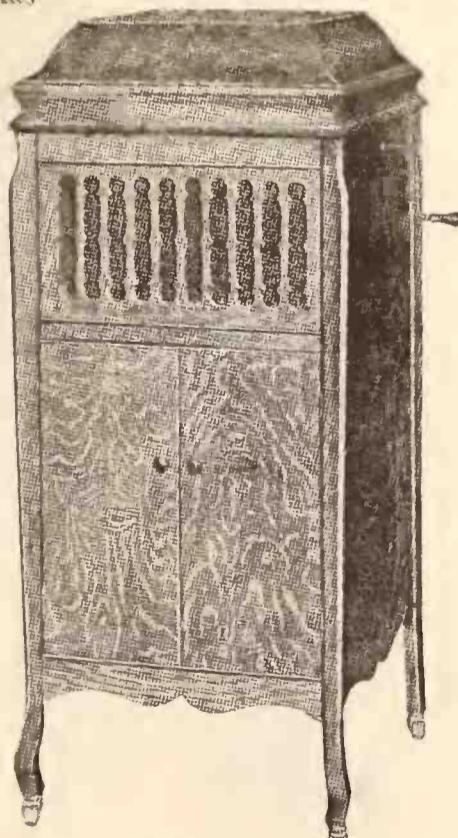
"Certainly, Mr. Webster: Plus the finest value obtainable."
—The Trade.

FOR

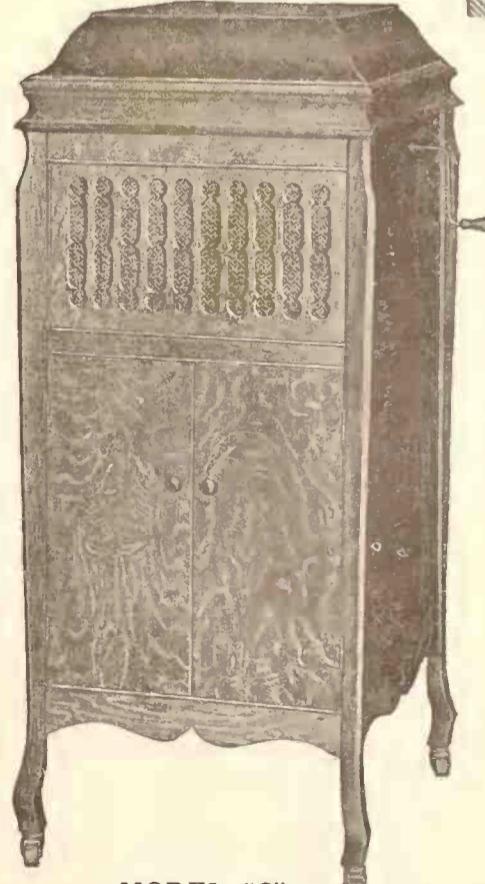
Its perfect reproduction, its profit and prestige-making powers, and its *freedom from troubles and come-backs*.

With PHOENIX you get Best Material, Best Equipment, Best Finish, Best Results.

Large Output Assures Immediate Delivery



MODEL "B"
H—48 inches
W—19½ inches
D—22½ inches



MODEL "C"
H—50½ inches
W—22 inches
D—24 inches

PHOENIX PHONOGRAPH CO.

(SAMPLE AND SALES DEPT.)

2504-06 West Van Buren Street, Chicago, Ill.

Telephone Seely 4320

[A decorative horizontal border with a hatched pattern runs across the bottom of the page.]

The Oro-Tone

QUALITY FIRST

FOR THE PERFECT REPRODUCTION OF ALL
DISC RECORDS ON THE SUPERB EDISON

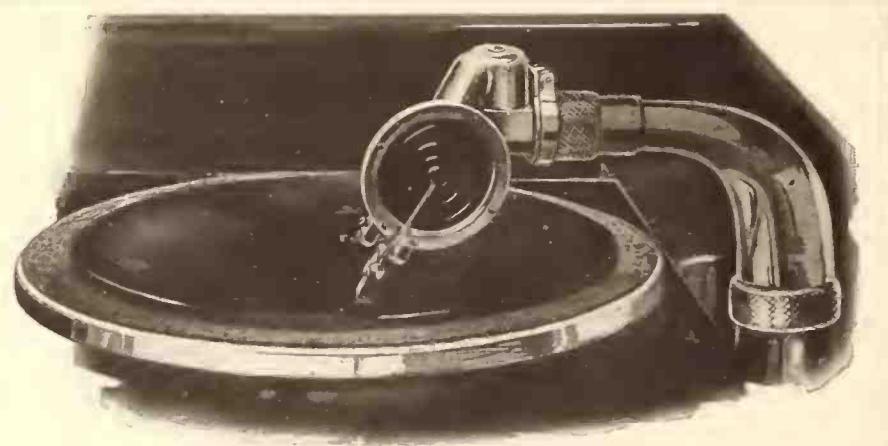
DO THIS— Try the ORO-TONE in comparison with other Edison attachments and be convinced that it is the one perfect attachment for the Edison.

*Ask your jobber or
May we send sample on approval?*

Retail Price, Nickel Plated, \$8.50

Highest Grade Gold Plating \$12.50

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

of talking machines, believes that dealers should see to it that instruments handled by them are of a reliable make, because of the fact that the larger part of talking machines are sold on the deferred payment plan.

"It is a vital necessity," said Mr. Silverman, "that the talking machine give absolute satisfaction to the customer while it is being paid for. About ninety per cent. of talking machines are sold on the deferred payment plan, and every dealer must work out his own problem accordingly. Only a short time ago the banks were not very eager to discount talking machine paper, but the situation now has changed considerably. The essential thing in all time-payment business is to have a first-class machine that will stand up under the most severe conditions. The talking machine that cannot give satisfaction to the customer while it is being paid for will inevitably cause friction between the dealer and his customer."

Success With Magnola

Harry K. Hohe, Magnola dealer of South Haven, Mich., recently placed a large order for Magnola talking machines at the office of the company here. Mr. Hohe enjoys more than usual prosperous business in South Haven, and is known throughout the city as one interested in municipal and civic affairs.

Here With New Motor

Edwin P. Knapp, vice-president of the Efficiency Electric Corp., was in Chicago during the month of August, exhibiting a new electric motor

which this concern is making for the talking machine market. Mr. Knapp exhibited at the Stratford Hotel and was seen there by a representative of The World. Mr. Knapp said that the principal feature of his motor is its noiselessness. He also said that his motor runs on either direct or alternating currents without making changes of any sort. Other features mentioned are attachments which permit of its operating player-pianos, phonographs and other similar musical instruments.

To Launch New Concern

John Schaffert, who a few years ago was connected with the Perkins Phonograph Co., of this city, is said to be the head of a proposed new talking machine business which will be launched in this city. The factory will be located at Sixteenth and Forty-eighth Court, where work has already started. It is expected that the plant will be in operation some-time during the fall.

G. P. Bent Manager Weds

Chas. M. Bent, manager of the Victrola department of "Bent's Chicago Music Center," was married in August to Miss Ida May Burke, of Evanston. The marriage closed a most interesting war-time romance. Mrs. Chas. M. Bent acted as secretary during the war to the medical unit with which Mr. Bent was connected. The two spent their honeymoon outside of the city.

L. M. Firestone Goes to Coast

L. M. Firestone, former president of the Firestone Phonograph Co., left the city during August for Los Angeles, Cal. He will be connected with J. Van Grove, a music merchant of the southern California metropolis. Before taking up his new work, however, Mr. Firestone will spend a month with relatives at Hollywood, Cal.

New Supply House

The Arrow Supply Co. has been organized in this city to deal in talking machine accessories. The firm is said to be backed by a number of

prominent Chicago music men and will cater to the Chicago talking machine trade. H. L. Burns is manager of the Arrow Supply Co., and the main office is in the Cable Building.

Canned Sermons

Three thousand of the ten thousand Presbyterian pulpits of the country are vacant. Boy, enter an order for seven thousand talking machines!

"Canned sermons" are a possibility in pastorless Presbyterian churches as a result of action taken by the Presbyterian New Era Conference at Lake Geneva on September 3. Dr. W. S. Marquis, of Chicago, Associate Secretary of the Conference, gave his O. K. to the recommendation that talking machine records of approved sermons by ordained ministers be provided for use in vacant pulpits.

Does anybody doubt that within a few short years, or perhaps even months, the Deacon will get out his record catalog on a Sunday morning, glance over the listed sermons and pick therefrom one for the Sabbath service? The only possible objection that can be advanced is that the sermons would necessarily be too short—or is this an advantage?

Enlarge Department

The talking machine department of the Smith Piano Co., located at 311 South Wabash avenue, has been completely remodeled and enlarged. A number of improvements and conveniences have been installed and a large counter for the convenience of record customers near the entrance of the store has been built. The Smith Piano Co. handles the Columbia line of talking machines and records and has had excellent success during the present year. R. B. Richmond, manager, expects to do a large volume of fall and winter business.

Significant

There recently appeared in Chicago newspapers the following advertisement: "Wanted,

Equip Your Phonographs With Perfect Automatic Brakes



Samples
\$1.00 Each
Cash with order
State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

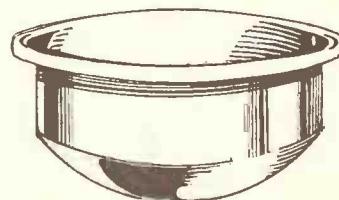
Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Phonograph Hardware



Always In Stock

- Needle Cups
- Cup Covers
- Modifier Rods
- Cover Supports
- Automatic Stops
- Tone Arms
- Motors
- And other accessories.

Write for Descriptive Folders

MIDWEST SPECIALTIES COMPANY
108 WEST LAKE STREET, CHICAGO

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of LYONS' SERVICE, which is efficient, skilled, and up-to-date.

Contrary to the general impression, the cylinder line IS NOT A THING OF THE PAST. It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

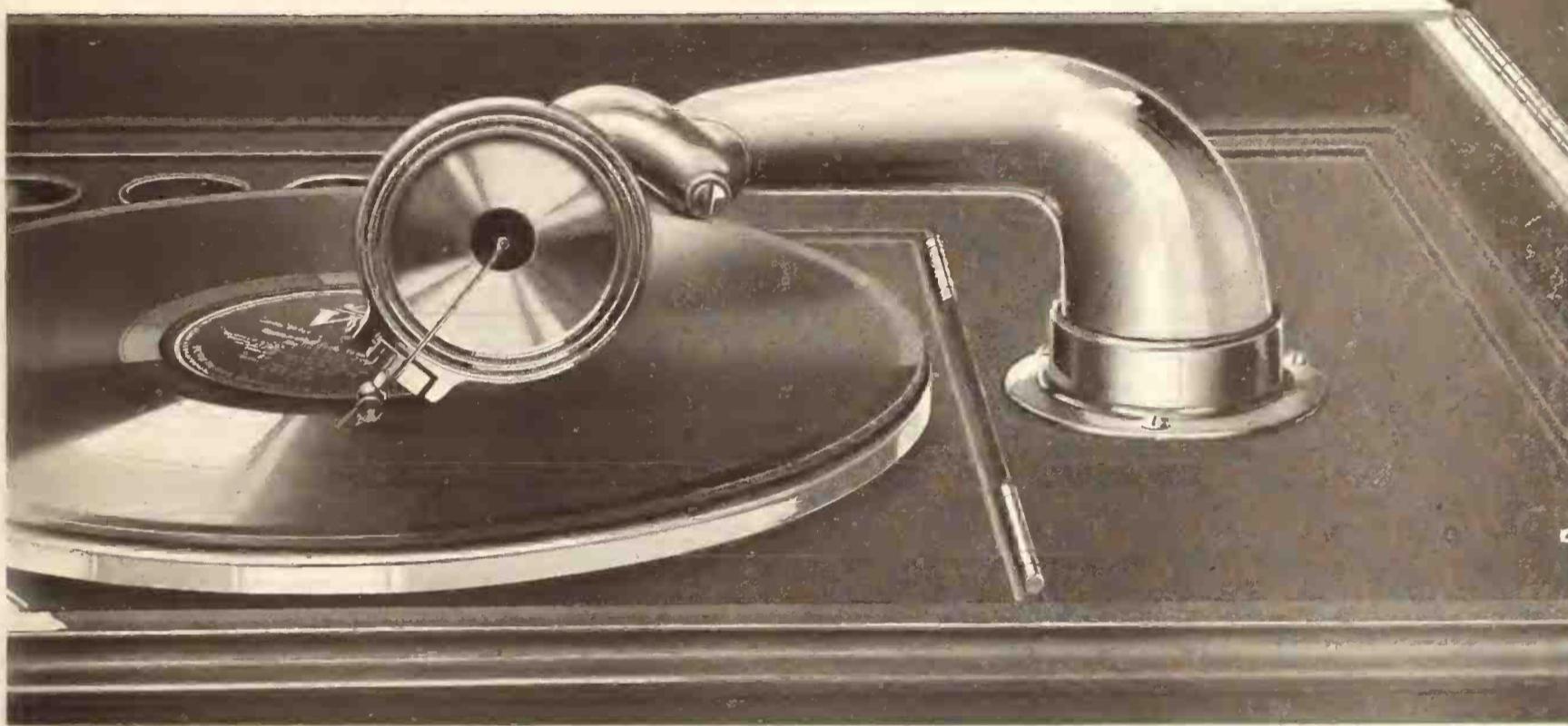
The Blood Tone Arm and Reproducer

Sales volume is the ultimate proof of success. We have proved the success of the BLOOD TONE ARM AND REPRODUCER. IT SELLS. Dealers all over the country are asking for machines with the Blood equipment. If your machine is not so equipped it should be.

Won't you write — today — for our proposition? Besides adding selling quality to your machine, our dealer advertising will prove valuable to you.

The Jewel Phonoparts Co.
59 East Van Buren St., Chicago, Ill.

TONE is
what SELLS



FROM OUR CHICAGO HEADQUARTERS (Continued from page 124)

Furniture factories. Established phonograph concern will take all or any part of your output immediately."

Of course it's nothing new to us, but it rather looks like we're in for a grand old scramble around the holidays.

New Sachs Catalog

Sachs & Co. have issued a new catalog of the "Saxola" line of talking machines. The booklet is attractively prepared with 28 pages of illustrations and descriptive matter. S. G. Sachs, president of the company, is finding it difficult to meet present demands of his dealers, so popular has the line proven itself.

Novel Wurlitzer Display

When the cut in the prices of Victor Red Seal records was announced the Rudolph Wurlitzer Co. advertised the fact in a most original manner by placing an electrically driven sawmill in their Wabash avenue window together with a few "red seal" records cut through the center by this same saw. It seemed a shame to spoil such excellent records, but it proved the old saying that the morbid attracts the most attention, for the morbidly curious were clustered about the Wurlitzer window at all times during the day gazing at the mutilated records.

Six Best Sellers

Record sales have picked up surprisingly within the last two weeks. The "hits" seem to get the greater share of the public's attention and, in fact, most retailers find their stocks greatly depleted of the most popular numbers. The six best sellers of the different makes as reported in Chicago firms are as follows:

Victor. "The Vamp" and "Tell Me"; "Baby" and "Take Your Girl to the Movies"; "Egypt Land" and "Peter Gink"; "Take Me to the Land o' Jazz" and "I Aint'en Got'en No Time to Have the Blues"; "Beautiful Ohio," by

Kreisler, and "My Swanee Home" and "Alabama Lullaby".

Columbia: "Dear Old Pal of Mine" and "Serenade"; "Everybody Wants a Key to My Cellar" and "It's Nobody's Business but My Own"; "I'll Say She Does" and "Lucille"; "The Vamp" and "Behind Your Silken Veil"; "Oh, How She Can Sing" and "And That Ain't All"; "Take Your Girlie to the Movies" and "Pig Latin Love."

Edison: "Oh, Promise Me" and "Sweetest Story Ever Told"; "Wishing That Dreams Would Come True" and "Won't You Come Back to Me"; "Rococo" and "Serenade in B Flat Minor"; "Nigger Blues" and "Satan I'm Here"; "Boy and the Birds" and "Sliding Sid", "Ma Curly Headed Baby" and "I'm Gwine Back to Dixie".

Pathé: "You Don't Need the Wine to Have a Wonderful Time" and "Oh, That Last Rose of Summer"; "Daddy Long Legs" and "I Know What It Is to Be Lonesome"; "Tulip Time" and "Mandy"; "Dreamy Alabama" and "Tell Me Why"; "Castles in Spain" and "Jerry"; "Shake Your Shoulders" and "The Vamp".

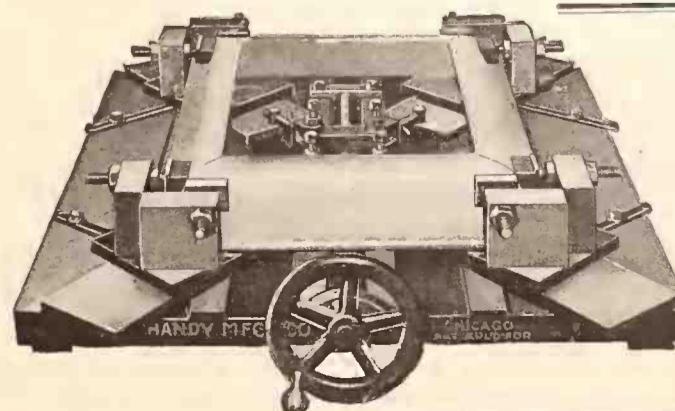
Emerson: "Mother Machree" and "Little Grey Home in the West"; "Breeze, Blow My Baby Back to Me" and "Baby"; "Tell Me Why" and "Daa Dee Dum"; "Lonesome, That's All" and "Her Danny"; "Tell Me" and "Mammy O' Mine"; "Boston Commandery March" and "American Republic March."

Okeh: "The Red Lantern" and "I'm Forever Blowing Bubbles"; "Beautiful Ohio" and "Tears"; "You're Still an Old Sweetheart of Mine" and "When You Look in the Heart of a Rose"; "Eyes That Say I Love You" and "Chong"; "The Vamp" and "Shake Your Shoulders"; "Beaux Esprits" and "Sliding Sid."

Empire: "I'm Forever Blowing Bubbles" and "Hearts"; "Sweet Lei Lehua" and "Stephanie Gavotte"; "Missouri Blues" and "Lassus Tram-bone"; "Bullets and Bayonets" and "The Nightingale and the Frogs"; "Alcoholic Blues" and "At the Jazz Band Ball"; "The Irish Regiment" and "General Pershing March."

Sell Many Spanish Records

B. E. Wolfeld, manager of the Chicago office of the Cortina Academy of Languages, reports (Continued on page 126)



We illustrate the

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets.

Write for Catalogue of clamping machines for Cases and for all purposes

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

that with the arrival of September there has been a noticeable increase in the number of persons studying foreign languages. "Our fall classes are now opening," he said, "and the prospects are for an excellent season. People are learning that a knowledge of a foreign language, especially Spanish, is invaluable. The latter language is by far the most popular here. The public in general appreciates the fact that a knowledge of Spanish will be of great value during the next few years, due to the influx of Latin-American trade. The Cortinaphone method as offered all over the country by talking machine dealers has proved a big success and is the best method for learning a foreign language in the shortest possible space of time."

Mr. Wolfeld has been in charge of the Chicago office only three weeks. He succeeds W. G. Phillips. Mr. Wolfeld comes direct from the New York headquarters of the Cortina Co.

New Empire Ad Book

The cleverly prepared book just issued by the Empire Talking Machine Co. for the use of their retailers containing numerous advertisements supplied by the Empire Talking Machine Co. to its dealers has been received by the trade with pleasure. There are twelve attractively illustrated Empire advertisements headed by such interesting titles as "The Impromptu Dance," "Old Time Melodies," "Entertaining Guests With Music" and "The Tie That Binds." A little note at the front of the book explains that "You can grow more corn in two acres than one—and that holds good with regard to space occupied by your advertisement in the daily paper, but again we repeat that you must have the right sort of copy and cuts, and, above all, a tasteful, harmonious layout of your scheme or it will not be fully productive of results." All of which is certainly very true and backed up by the advertisements which follow.

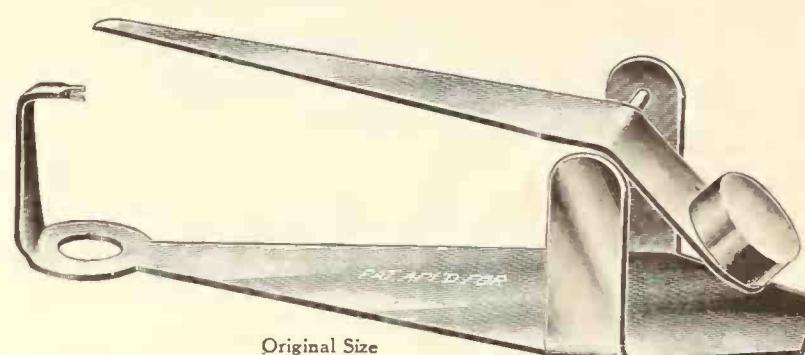
Big Jewelers Get Vitanola

C. D. Peacock, one of the largest jewelers in Chicago, some time ago added the Vitanola line of talking machines to the long list of products handled by this house. Their latest catalog contains a two-page display of Vitanolas. Evidently Peacocks are going after the talking machine business in an energetic manner.

Demand For Tel-O-Tone

Officials of the Western News Co., manufacturers of the Tel-O-Tone line of talking machines, announce that during the month of August a large number of their jobbers were supplied in advance for an expected large fall business and that production at the present time is going on at full speed to provide sufficient machines to meet the demand when present sup-

The "ALL-IN-ONE" Speed INDICATOR and Tester Registering 78 and 80 Revolutions



Original Size

VICTOR records are uniformly recorded at a speed of 78 revolutions per minute. All other records made are recorded at a speed of 80 revolutions per minute. To obtain the best results, the instrument upon which the record is played MUST be running at the required speed.

An ever growing demand for a reliable device which will insure the desired results has been met by the

"ALL-IN-ONE" SPEED INDICATOR

a reliable instrument, which registers correctly 78 and 80 revolutions of the turntable.

The "ALL-IN-ONE" is guaranteed in every respect, will never get out of order and is an absolute necessity for EVERY PHONOGRAPH OWNER.

Retail Price, Nickel Plated, \$1.00 each.

KAUMANNS & CO.

21 E. Van Buren Street

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Chicago, Illinois

ples are exhausted. Jobbing centers of the Western News Co. have opened up a large number of new accounts in different sections of the country during the past thirty days and it is expected that before the holidays the output of the factories will be taxed to the limit.

Popular With Repairmen

The Acme Speed Indicator, manufactured by the Acme Engineering Co. of this city, is fast becoming one of the indispensable parts of the talking machine repairman's equipment. George C. Chatfield, of this concern, reports that repairmen are investing in the new invention themselves where employers have neglected to provide them with it.

B & H Fibre Co. Opens School

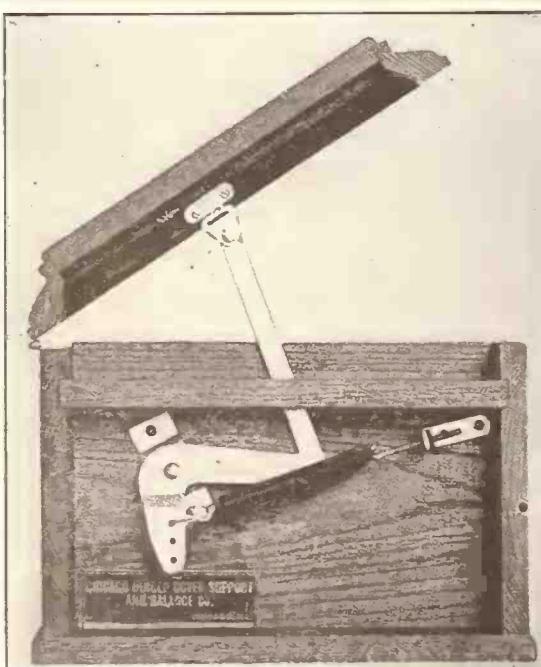
F. D. Hall, president of the B & H Fibre Needle Manufacturing Co., opened downtown offices in the Kestner Bldg. on September 1, where he will instruct factory workers in the manufacture of the B & H Fibre needle. This work requires an unusual degree of skill and experience and Mr. Hall has found that when new and inexperienced hands are placed directly

in his factory beside the experienced workers the former become quickly discouraged. The school in the Kestner Bldg. obviates this trouble and gives the workers, mostly girls, a chance to perfect themselves before taking their place alongside their more experienced partners. The school is equipped with several of the devices perfected by Mr. Hall for the cutting and pointing of the needles and an expert from the factory has been placed in charge as instructor. According to Mr. Hall the most difficult of the various processes is that of assorting and counting the needle. Great speed is required in both of these occupations and speed is purely a matter of training and practice. Mr. Hall will have an office in the Kestner Bldg. in addition to the one at the plant on Kinzie street.

President Sailsted a Visitor

E. H. Sailsted, president of the Multitone Talking Machine Co., of Eau Claire, Wis., was a recent visitor. He spent a couple of days at the Chicago office in the Republic Building, of which Matt Kennedy is manager. The company

(Continued on page 128)



Cover Balance No. 1
(Patent Applied for)

ANNOUNCEMENT

A few short months ago we placed Chicago Cover Balance No. 4 on the market. It was the successor of Balance No. 1 and was so superior to its predecessor that manufacturers in all parts of the country congratulated us. Its demand grew steadily. However, in the meantime, we got busy and perfected Balance No. 1 to such an extent that today

CHICAGO COVER BALANCE No. 1

is acknowledged to be "head and shoulders" over anything like it on the market. Don't take our word for it. Ask any of the 97 manufacturers of high grade talking machines who are using it.

Samples sent FREE to Manufacturers

We also manufacture EMPIRE TOP HINGES

Send for our new catalogue just off the press

Chicago Hinged Cover Support and Balance Company
2242-44 W. 69th Street Telephone Prospect 250 **CHICAGO, ILLINOIS**



INTRODUCING

the

NEW 1920

Playerphone

The QUALITY TALKING MACHINE

**Leading the
Phonograph World
for Class, Tone,
Quality and Beauty**

*Eleven different beautiful
medium priced models,
especially designed for
every sized home, each
equipped with the new
Playerphone exclusive
devices.*

MANY dealers have wondered why they have not seen the Playerphone ad during the last several months. The reason was that the Playerphone Talking Machine Company has been taking care of its old customers and not taking on new ones.

We are now ready for the great fall and holiday trade.

In addition to our three Chicago factories, we have four other large cabinet factories delivering our special designed Playerphone cabinets by the thousands.

Live dealers desiring the highest grade and fastest selling phonograph in America are invited to communicate with us or any of our well-known Playerphone jobbers whose names are shown as follows:

Clawson & Wilson, Buffalo, N. Y.
Hornick, More & Porterfield, Sioux City, Iowa.
Orchard & Wilhelm Company, Omaha, Neb.
Chas. Leich & Co., Evansville, Ind.
Oklahoma Book Company, Oklahoma City, Okla.
L. S. DuBois Son & Co., Paducah, Ky.
Van Vleet-Mansfield Drug Company, Memphis, Tenn.

John B. Bond, Little Rock, Arkansas

Chapman Drug Co., Knoxville, Tenn.
Waco Drug Co., Waco, Texas.
Tootle-Campbell Dry Goods Co., St. Joseph, Mo.
A. C. McClurg & Co., 330 E. Ohio St., Chicago, Ill.
Des Moines Drug Co., Des Moines, Iowa.
Reid Lawson, Inc., Birmingham, Ala.
Twin City Talking Machine Co., Uhrichsville, Ohio.

Some Desirable Jobbing Territory Still Open

Manufactured by

Playerphone Talking Machine Company

D. W. MCKENZIE
President

338-352 North Kedzie Avenue
CHICAGO, ILL.

W. D. CALDWELL
Treasurer

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

recently bought the factory of the Eau Claire Trunk Co., one of the best plants in the Wisconsin city, and have made the necessary additions to the equipment and within thirty days will be on a permanent productive basis with a new line of machines, embracing a number of distinctive features of Mr. Sailsted's devising. The plant is described as a model, furnishing about 25,000 square feet of surface with abundant land to provide for future additions. They have their own millroom, ample dry kilns and a spacious lumber yard. Mr. Sailsted himself is a talking machine man of long experience and formerly traveled for the Columbia Phonograph Co. and previous to organizing the Multitone Co. was a talking machine dealer in Eau Claire.

World Plant Busy

At the plant of the World Phonograph Co. Manager E. C. Cook, by the addition of new equipment, has been able to increase their capacity to a large extent, so that they now expect to be able to take care of their regular jobbers in fine shape for fall trade. Their plant is a veritable bee-hive of industry and is crowded with machines in various stages of completion. Two of the company's biggest sellers, No. 175 upright and the No. 375 console type, are illustrated elsewhere in this issue.

Design patents have been secured on the various new models of World phonographs, according to Mr. Cook, and he has received many letters of congratulation from his trade on their beauty of design and excellent finish.

Playerphone Progress

D. W. McKenzie, president of the Playerphone Co., is proving up as one of the thoroughly energetic men of the Western trade. After fighting all the year to keep pace with the demand for his product he has at length come under the wire with new demands made on his output hitting him in the eye every moment. And yet with arrangements for additional facilities and also with new contracts with several plants that assure him the ability to care for his reg-

ular jobbers for the fall trade, he is able to announce that he still has some desirable jobbing territory open. With a view to further development and with a view to centralizing to a greater extent his activities he has practically closed a deal for a site 150 feet front and the same depth on West Lake street, a couple of blocks west of Crawford, in the 4200 block. Within a short time plans will be ready for a fine three-story Playerphone plant to occupy the entire space and which no doubt will be used in addition to the present plant on Kedzie avenue.

Booth Company Locates Here

Nathan B. Bederman, representing Arthur L. Van Veen & Co. in Chicago as district sales manager, has taken offices at 105-West Monroe street in the Standard Trust Bldg. These will be only temporary, however, as Mr. Bederman states that he is still looking for permanent quarters. The Arthur L. Van Veen Co. make the well-known "Bed Set" demonstration booths for retail talking machine stores, and heretofore have not had permanent representation in the West.

Nightingale Catalog a Good One

The dealer catalog issued by the Nightingale Manufacturing Co. about a month ago and mentioned in The Talking Machine World previously has aroused no little favorable comment on the part of dealers handling this instrument. The catalog is a little bit different from the usual type, both in illustrations and the appeal of its copy. The comparison between the famous songster and the instrument is most ingeniously effected.

Again Pianos and Phonographs

In this issue of The World, Newman Bros., a piano manufacturing concern of nearly half a century standing, announce that they are ready for the trade with an attractive line of Newman Bros. phonographs. The Newman Bros. pianos and player-pianos, the latter containing the concern's own player action, have a wide reputation for excellence and durability,

and the company feel sure that the same renown will accrue to their line of phonographs which the company's experts have been working on for a long time.

Cheney Dealer Service

The Cheney Talking Machine Co. have prepared for the use of their dealers in planning their local advertising campaigns a meritorious booklet containing layouts and illustrations of a most appealing and tasteful character. The advertising service described is for the use of active Cheney dealers in all parts of the country. Electros of the different illustrations are provided by the Cheney Co., who in addition to this issue for their dealers the "Cheney Electro Book," containing the illustrations available for dealers' use. A feature brought to the attention of dealers in this booklet is the advantage to merchants of using Cheney letterheads in their talking machine correspondence. Such letterheads are also furnished by the Cheney Talking Machine Co.

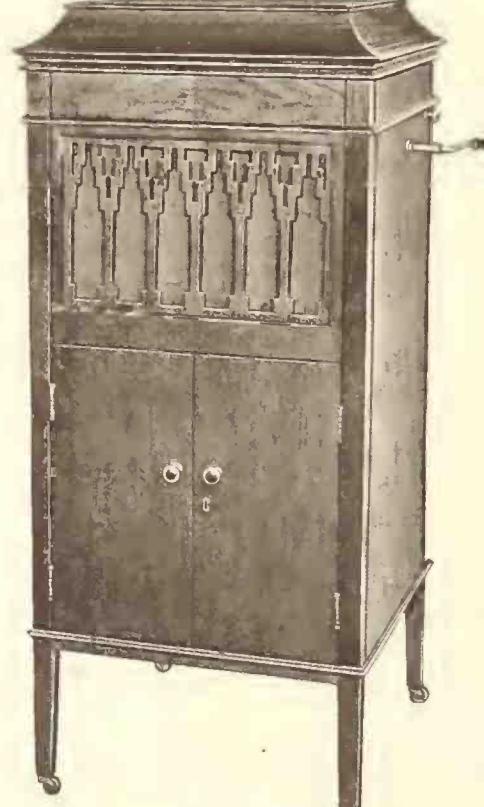
The Cheney Sales Manual is another booklet for instructing retail salesmen in the selling of Cheney instruments. Many novel and valuable suggestions are offered and the experience of Cheney experts is freely drawn upon in making the booklet a real help to retailers. "The Cheney Idea," "Scientific Salesmanship," "Cheney Acoustical Inventions," "How to Operate," "How to Demonstrate," "Piano Records," "Voice Records," "Violin Records," "Heavy Band Records" are some of the interesting titles to articles within the book. The Cheney system of Tone Control, the "step up" process of simplifying the sound and numerous other distinctive Cheney features are described in full. "Important Points for Your Service Department" is another valuable talk on the care machines should receive upon their arrival at the store.

The Cheney catalog for the use of talking machine prospects is an artistically prepared booklet of twenty pages containing a series of photo-illustrations which set off the instru-

(Continued on page 130)

Complete Phonographs For Immediate Shipment

"Colonial"



"Adam"



"Grand"

Phonographs of Quality. Made to Win and hold Dealer's business. We are in business to stay and to market our product through dealers

We have a warehouse filled with reserve phonographs so as to have ample stock to take care of those who depend upon us for supply. We have the goods. Arrange at once—the demand is unusual. Don't delay.

Dealers to handle our line are desired. Ask for terms, prices and advise us as to your requirements. We have large manufacturing facilities and will be able to supply all who complete arrangements at once.

Selling Agents and Distributors are wanted in different parts of the country. Don't forget we say Immediate Delivery

We are also offering for prompt shipment cabinets not equipped—car load lots only.

E. H. STAFFORD MFG. CO., 218 S. Wabash, CHICAGO

HIAWATHA

*Asks You To Have
“A Little Patience, Please”*

FOR quite some time it looked as if we should not even have the prospect of getting our heads up out of the mountain of orders which threatened to bury us for good and all.

We have MADE ADDITIONS to the plant. We have ADDED to our OUTPUT CAPACITY. We are beginning to see light.

For the moment, it is hard to satisfy new customers or to say how rapidly we can make deliveries for them. For the moment we must care for our present customers FIRST.

But our rapid work in getting ahead of the game is showing us that SOON, VERY SOON, we can take care of them all, come they ever so fast.

Meanwhile, we are still, as ever

Sincerely yours,

Hiawatha Phonograph Company

Address us at our offices

209 South State Street
CHICAGO



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

ments in a highly artistic style. The copy throughout is written in a style calculated to impress the reader with the quality of the article it advertises. In addition to the above mentioned illustrations there appear cuts of the various Cheney parts. Tone and the Cheney sound control are especially dwelt upon. An insert gives specifications for both the cabinet and period styles.

Makes Its Bow to the Trade

One of the latest talking machine companies to make its bow to the trade is the Strickler Manufacturing Co. This company has taken over a factory of about 20,000 square feet at 434 West Chicago avenue. For some time they have maintained headquarters at 37 S. Wabash avenue, where they have carried a full line of talking machine accessories, as well as a library of some of the well-known talking machine records.

Henry S. Strickler, the president, has been for the past twenty-two years in the display fixtures trade. The wholesale representative of this company is J. F. Strickler, secretary and treasurer. Their phonograph will be known as the Strickler.

New Chicago Representative

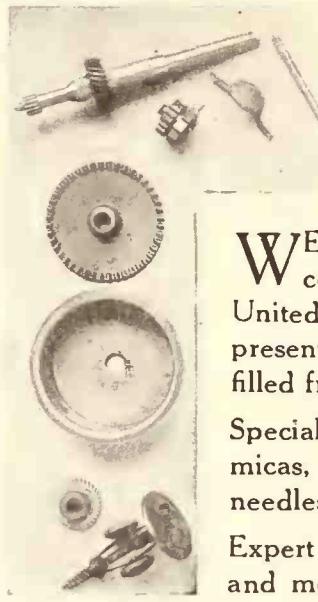
The Mutual Talking Machine Co. will in the future be represented in Chicago by H. Engel. He has been connected with both the Mutual and Supreme talking machine companies for quite a while and is known to the New York trade for over ten years. He will carry a complete line devoted to Mutual and Supreme tone arms and sound boxes. Mr. Engel at present has established his personal headquarters at the Illinois Athletic Club, but as yet has been unable to secure a permanent office for display purposes.

Another New Company

The American Symphony Talking Machine Co. is another of the newcomers to the Chicago trade. This company recently took over the factory at 2630 W. Chicago avenue, this city, and expects to be in a position to turn out

Repair Parts

For All and Every Motor
That Was Ever Manufactured



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-Jones Co.
Aretino Co.

TRADE MARK
"CONSOLA"

CABLE ADDRESS CONSOLA

227-229 West Washington Street, CHICAGO, ILL.

machines about November 1. Mark D. Yellon is manager of this company, which is a subsidiary of Kaplan Bros. & Miller, carpet manufacturers of this city.

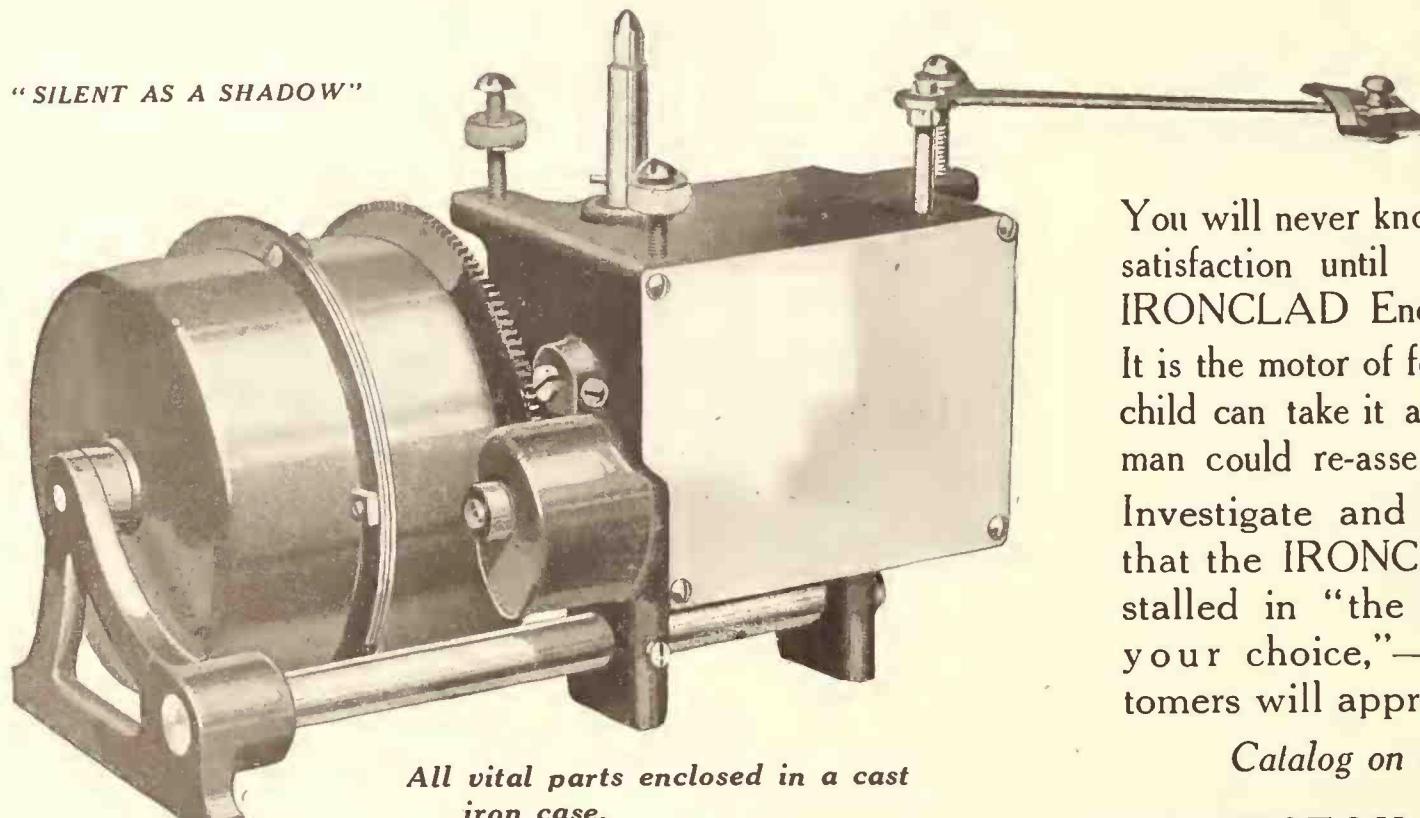
The Electric Show

Plans are now well under way for the holding of the annual electrical exhibition at the Coliseum the latter part of October. This exhibition is run on the same order as the automobile show and all the big electrical houses,

etc., have already lined up for exhibition space. The Commonwealth Edison Co., who recently took over the representation of the Pathé line, has made reservation for the purpose of exhibiting their line of electric talking machines. The Pathé people have prepared for them a beautiful electric Pathé Actuelle in Gothic design and this will be shown together with one of their own instruments, the Federal Electric. Whether

(Continued on page 132)

“IRONCLAD” ENCLOSED MOTORS



*All vital parts enclosed in a cast iron case.
All wearing points operate in oil.
No troublesome bevel gears.*

MORE POWER

Six Sizes. Plays 4 to 14 Records

You will never know real motor satisfaction until you use the IRONCLAD Enclosed Motor. It is the motor of few parts. A child can take it apart—a blind man could re-assemble it. Investigate and then insist that the IRONCLAD be installed in “the machine of your choice”—your customers will appreciate it.

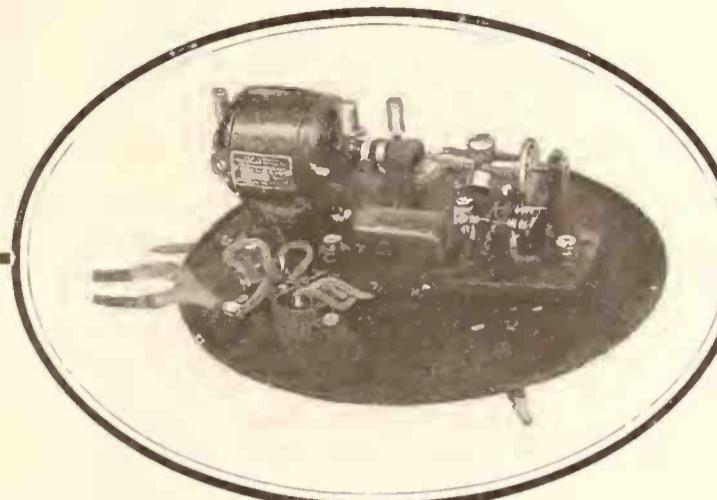
Catalog on request.

CHERINGTON MFG. CO.

SALES OFFICE

108 WEST LAKE STREET
CHICAGO

Factory, Waukegan, Ill.



The Johnson Electric Motor

is the most satisfactory driving power ever devised for talking machines.

As a result of years of experiment it is the simplest and sturdiest motor on the market. It cannot heat—runs even and silent regardless of current fluctuations. Operates on all commercial currents.

Try It Out In Your Own Plant

Give it any test and find out why it is the choice of electrical engineers.

All Johnson Motors come fully equipped with automatic stop—turn table—plug and cord and are fully guaranteed.

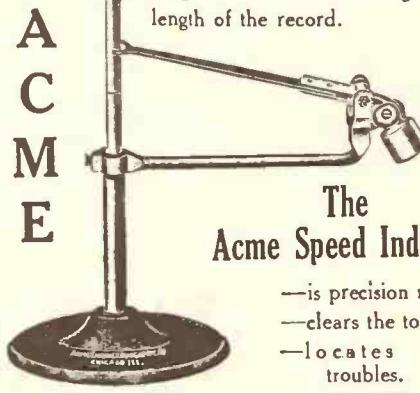
Sample motor with price list and all necessary data will be sent on request.

**JOHNSON
MOTOR COMPANY**
341 N. CRAWFORD AVE.
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 130)

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle through the length of the record.

**The Acme Speed Indicator**

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

Made by

Acme Engineering & Mfg. Co.
1622 Fulton Street Chicago

any other talking machine company will exhibit electrically driven talking machines is unknown at the time this is written.

Now With Emerson

J. A. Tidmarsh, formerly associated with the Pathé division of the Hallet & Davis local branch and also with the Pathé division of the Fuller Morrison Drug Co., has now associated himself with the Chicago branch of the Emerson Phonograph Co., and is looking after their headquarters here. He has taken the place of C. J. Woodward, who is now traveling the Western territory for Emerson, calling on jobbers.

Oro-Tone Activities

The Oro-Tone Co., 1808-1810 Irving Park

Boulevard, are having a heavy demand for their Victor attachment. It is claimed that this attachment is counterbalanced so perfectly as to relieve all excess weight on the needle point. It retains a perfect center either on lateral or vertical cut records, and the method of attaching is very simple. The demand for the Oro-Tone Edison attachment is taxing capacity to the utmost, and orders are coming in in such quantity that they are getting way behind on delivery. When they moved to their new location a few months ago they thought that they would have plenty of room for the purpose of manufacturing and carrying stock, but they are now cramped for space and are considering taking over additional floors in the building in which they are located. Several new attachments and sound boxes and one or two new tone arms are in the process of construction and the Oro-Tone Co. believe that they will be in a position to announce them within a short time.

Keeping in Close Touch With the Trade

E. H. Wade, of the R. C. Wade Co., is making an extensive canvass of the trade throughout the Western, Southwestern and Central States. He has been on the road for some six weeks and to date is keeping up very well with the motto, "A Tonofone dealer in every town," which he adopted when he started on the trip. In a recent letter to the home office he says that people everywhere have asked him what is the secret of the Tonofone's universal popularity. The answer, he tells them, is the simplest thing in the world. There is no secret at all. It is just a persistent campaign of publicity backed up by absolute sincerity and based on positive merit. When one stops to think of it this is saying a mouthful. Yet from the orders he is sending in one may guess that the dealers he visits have accepted his statements in all sincerity. As a matter of fact the Tonofone has received a warm welcome wherever Mr. Wade has given a demonstration. One of the latest distributors is the Roe-Brown Co., of Louis-

**ATTENTION****Progressive Dealers!**

A Machine to retail at \$22.50

High grade cabinet, full clear tone, plays two 10-inch records at one winding. Mahogany, golden oak, fumed oak, Flemish oak.

SIZES $14\frac{1}{2} \times 15\frac{1}{4} \times 9$ **Mahogany Sample \$11.00**

Cash with order.

Write for quantity prices.

Rosenberg Phonograph Co.1252 South Jefferson Street
CHICAGO, ILL.

ville, Ky. Mr. Wade is now canvassing Michigan, Ohio and a part of Indiana, and will in all probability hit Detroit within a week.

Just Like Christmas

Trade observers in Chicago have asked what will the Christmas rush of 1919 be like. They have come to ask this question after keeping an eye for the past month or so on the Saturday business of the retail Victor department of Lyon & Healy.

USONA

Hold a conference with yourself! Decide whether or not you are getting and selling as many \$100.00 machines as you might. Remember you can't sell them all high priced models. Here's your chance to install a wonderful BIG money maker that will show immediate results.

★ USONA ★

47 inches
19 by 19 inches
Heineman
No. 33 Motor
Heineman
No. 11 Tone
Arm and No. 2
Sound Box



Model AX
PRICE \$100.00

There are four USONA models, the retail prices range from \$100 to \$200. Every USONA is guaranteed. They play all records.

A trial order is subject to return if not perfectly satisfactory. Get your sample now and arrange to handle the USONA exclusively in your town. \$41.50 including 5% war tax will bring you a sample of the USONA model AX; we will talk about the regular wholesale price on future orders after you are satisfied with the instrument. Let us get acquainted. We will both profit by the acquaintance. The above offer is made for prompt acceptance. We know you will represent our line when you see sample.

Usona Talking Machine Co.
1977-79 Ogden Avenue :: Chicago, Illinois

Phone Seeley 674

Hear it—Edison dealers—and you'll want to sell it

STERLING Reproducer and Attachment

PLAYS ALL RECORDS—WONDERFULLY IMPROVES TONE

Not a makeshift—but a marvelous reproducing device that TAKES THE PLACE of the reproducer on any standard machine. Plays Edison records with less rasp, bringing out even more clearly the natural tone. Plays Victor, Columbia and other lateral records with greater fullness and richness.

To change from playing records of one kind to another, means just a quick, easy turn of the reproducer. No extra elbows. You ought to see and HEAR the Sterling. It will sell itself to your customer as it will to you, for its convenience, its beauty and wonderful improvement of tone.

Order one to test at dealer's price. Circular and price list on request.

STERLING DEVICES CO.

Dept. 100, 467 East Ontario Street, Chicago



The Sterling is guaranteed not for one year only, but for all time, against any defect in materials or workmanship.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

L. C. Wiswell, manager of Lyon & Healy's talking machine department, has himself been wondering what the business is going to be like. Asked if he had any prophecy to make relative to the Christmas trade, Mr. Wiswell said:

"We are at present doing a larger volume of business, specially on Saturdays, than we conducted during the holiday season of last year. As for this year I can only say that the business will be measured by the amount of merchandise we are able to get our hands on. This not only applies to us, but to all others as well, so far as I can see."

"There is one thing noticeable and that is the demand for talking machine accessories, especially fibre needles. It seems that every customer that comes in wants at least one or two packages of fibre needles, and the reason for this is easily to be seen. The Red Seal records are being sold at present in larger quantities than ever before, and the purchasers of these records have been educated to the point to which they believe in the preserving properties of the fibre needle."

ESTABLISH PARLEPHONE OFFICE

CHICAGO, ILL., September 9.—Francis S. Moore, vice-president of the Parlephone Co., St. Joseph, Mo., manufacturers of talking machines, has

opened an office on the fourth floor of the McClurg Building, this city. Mr. Moore was for a great many years connected with the Cable Company, of this city, and his many friends will be interested in knowing of his new work. President E. E. Trower, of the Parlephone Co., was a visitor to the Chicago office early in September and while here purchased several car-loads of lumber to be used at the factories. Mr. Moore stated that the Parlephone Co. is already producing a few machines, but that the desired output of the company will not be reached for a week or so. The secretary of the Parlephone Co. is J. W. Kelso. Mr. Moore will be in charge of the Chicago office and the Mid-West territory and his wide trade experience should enable him to win out.

A SUCCESSFUL PORTLAND DEALER

Taylor C. White, who established a talking machine accessories business in Portland, Ore., some months ago and who has increased his lines to a great extent, has been very successful. In order to enlarge the capital of the rapidly growing business he has incorporated a company under the title of the Pacific Accessory & Supply Co. He has made G. C. Cook sales manager of the new corporation. J. C. Pilkington and Bert Pease will also devote their entire time to the sales department.

DEVELOPMENT OF THE DULCITONE

A Tale of a Talking Machine Idea That Grew and Grew, and How a Wise Piano Man Solved a Problem and Greatly Expanded His Output

SOUTH HAVEN, Mich., September 1.—The recent organization and incorporation, under the laws of Michigan, of the Dulcitone Phonograph Co., of this city, assumes importance in these days of incomings and outgoings in the talking machine industry, because of the personnel of the company, the strength of the interests behind it and its unusual facilities, making for



T. L. Powell, President

economy in production and promptness in filling orders.

South Haven has been for years the seat of the manufacturing activities of the Cable-Nelson Piano Co., one of the largest makers of



R. G. Brier, Vice-president

pianos in the country, whose plant here is known the country over as a model of arrangement and equipment. Several years ago the company com-

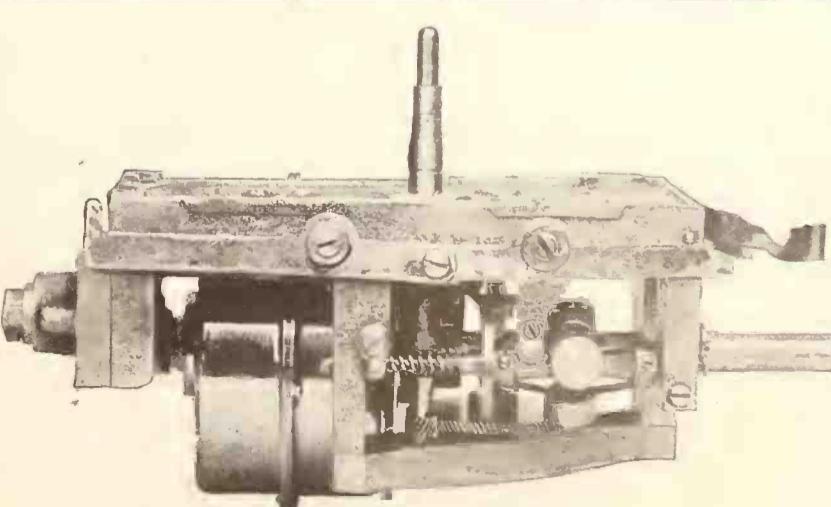
(Continued on page 134)

How Is Your Supply of Phonograph Hardware?

We manufacture our own Piano Hinges. We have a large stock of Door Hinges for immediate shipment, nickel plated, ball tip, solid pin, as follows: $1\frac{1}{2}'' \times 1\frac{1}{4}'' = 1\frac{1}{2}'' \times 1\frac{1}{2}'' = 2'' \times 1\frac{3}{8}'' = 2'' \times 1\frac{3}{4}''$, also stop hinges $1\frac{1}{2}'' \times 1\frac{1}{4}''$ and $2'' \times 1\frac{3}{8}''$.

Write for Full Case Lot Prices

All other hardware for prompt shipment. Allow us to send you a sample of our No. 55 Motor and No. 66 Tone Arm.



2 Spring Lakeside, No. 55 Motors, 5 Record

3 Spring Lakeside, No. 56 Motors, 7 Record

We Can Make Prompt Deliveries. Large or Small Orders. Write for Particulars.

LAKESIDE SUPPLY CO., Inc., 416 So. Dearborn St., Chicago, Ill.

Telephone Harrison 3840

*Platers
to the
Trade*

J. E. ROBINSON ESTABLISHED 1879 M. J. DECKER
TEL. HARRISON 420

ROBINSON THE PLATER
Platers to the trade — Gold our Specialty
500 W. VAN BUREN STREET
CHICAGO

Gold
Our
Specialty

THE largest gold, silver and nickel platers in the Middle West, satisfactorily handling the work of foremost talking machine houses, announce that expanded facilities now permit the taking over of additional accounts.

DEVELOPMENT OF THE DULCITONE (Continued from page 133)

menced making cabinets for talking machine manufacturers, but later discontinued doing this and began to produce complete machines for their own trade. The product pleased Cable-Nelson dealers, but the company soon found it to be impracticable to handle this growing business merely as a side issue—neither could they afford to allow it to interfere with the produc-



J. L. Barron, Secretary

tion of Cable-Nelson pianos. Their trade, however, in constantly increasing numbers demanded machines backed by a company with whose methods they were familiar and who were giving special satisfaction on account of the splendid cabinet work for which the big South Haven plant is famous, especially the superb walnut cabinets, notable for their beautifully figured and matched veneers and perfection of workmanship, which had taken the fancy of the Cable-Nelson family of dealers.

T. L. Powell, vice-president and sales manager of the Cable-Nelson Piano Co., gave a great deal of thought to the problem and finally found the solution. They would separate the two businesses, create a new company, with its own plant in South Haven devoted exclusively to phonographs. The new organization would not have to depend on outside sources for its cabinets and so would avoid the delays in deliveries and the lack of uniformity in product which always follow when outside concerns are relied on. Such an arrangement, if effected on a sufficiently broad basis, would enable the new organization to go after the general talking machine business in a way impossible if it were operated incidentally to another line.

As a result of this line of thought there comes into existence the Dulcitone Phonograph Co., which takes over the phonograph business of the Cable-Nelson Co. and simultaneously makes a contract with the latter company to supply it with cabinets. Coincident with this move the Cable-Nelson Co. has begun the erection of a large addition to its great plant, which when completed a few weeks hence will enable them to meet the immense demand for Cable-Nelson pianos and will also provide for the present and future cabinet needs of the Dulcitone Co.

The factory of the latter company is located in the heart of South Haven, only a mile from the Cable-Nelson plant, the permanent source of their cabinet supply. Certainly here is an ideal solution of a knotty problem.

The president of the Dulcitone Phonograph Co. is T. L. Powell, the man who solved the problem and who will continue, of course, to make his headquarters at the general offices in the Republic Building of the Cable-Nelson Piano Co., of which he is vice-president and sales manager.

R. G. Brier, vice-president and treasurer of the Dulcitone Co., will have the active man-

agement of the company and will make his headquarters at the Dulcitone plant at South Haven. For years he has been the Cable-Nelson wholesale representative in the Southwest and possesses an intimate knowledge of the requirements of the talking machine trade. Prior to that he occupied responsible positions with other large concerns in the musical industry and is a man of trained executive ability.

J. L. Barron, secretary of the Dulcitone Co., is the chairman of the operating board of the Cable-Nelson plant. This board is composed of the principal department heads of the plant. As an officer of the Dulcitone Co. Mr. Barron may be depended upon to see that Dulcitone cabinets are furnished as per contract and that into them goes the very best work made possible by Cable-Nelson cabinet experts and the equipment of the woodworking departments.

The Dulcitone is offered the trade in two attractive models, combining a high-grade equipment which, after long experience, has convinced the officers of the company that it produces the best possible tonal effects with a minimum of mechanical bother for dealer and "ultimate consumer."

The photographs of the officers of the company presented herewith constitute their formal introduction to the men of the wider talking machine field, to which they are now turning their attention.

A live, progressive, confidence-inspiring trio, is it not?

NEW MEMPHIS INCORPORATION

The Phonograph Co. of Memphis, Tenn., has applied for a charter under which to manufacture and sell talking machines and musical instruments. The capital stock is \$15,000 and the incorporators are Daniel Ellis, My-Fan-Wy Ellis, Chas. L. Wainwright, G. F. Thompson and Chas. Gold.

CABINETS

of all styles at all prices: a 46" cabinet, birch, mahogany finish, at \$17.50; a very high class cabinet 48" high, genuine mahogany, golden oak and walnut, ranging in price from \$32.50 to \$36.00. Other cabinets at reasonable prices to jobbing trade only.

My factories are making cabinets for the biggest operators in the United States. Samples will be sent on approval to jobbers of good commercial rating. Write at once for illustrations and best prices.

GREAT EASTERN MANUFACTURERS ASSOCIATION

316 So. Wabash Ave., CHICAGO, ILL.

NAT KAWIN, Director of Sales

**NOTE: Motors and tone arms, also hardware supplies of all kinds, furnished at guaranteed factory prices.
WRITE AT ONCE FOR FULL DETAILS**

Announcement!

**FEDERAL
PHONOGRAPH
SUPPLY CO.**
8 So. DEARBORN STREET
CHICAGO, ILL.
Telephone Randolph 648

CHICAGO EXPOSITION A SUCCESS

Music Plays Important Factor in All-American Exposition at Coliseum

CHICAGO, ILL., September 8.—Americanization through music has been an important feature of the All-American Exposition now running at the Coliseum. A number of prominent music men of the city, also connected with the talking machine industry, were placed on the music committee of the exposition. Otto Schulz, of the Magnola Talking Machine Co.; E. H. Uhl, manager of the Wurlitzer Chicago branch; William Braid White, technical editor of the Talking Machine World, and Mrs. Anne Faulkner Oberndorfer, chairman of the Western division of the Bureau for the Advancement of Music, were on the committee. The object of the exposition is to display to the public in tangible form the contributions which have been made by the American citizens of foreign birth to the pros-

perity and greatness of the United States. Music enters largely into this survey and time has been set apart for performing music which has been produced or influenced by the various racial groups which have been or are in process of being fused into the American mass. The whole exposition demonstrates "all-Americanism"; America for all and all for America.

Mrs. Oberndorfer, assistant chairman of the music committee, pays the following tribute to the talking machine in its work of making Americans. "The talking machine has perhaps reached the largest number of people with the message of American music. The character of the instrument makes it one of the most popular and the scope of the music which it can reproduce has made its service invaluable in this work."

Robert N. Watkin, secretary of the Will A. Watkin Co., Dallas, Tex., has returned after a year's service with the Y. M. C. A. overseas.

We are now in a position to make

Immediate Deliveries

of FEDERAL Phonographs in three popular sizes, mahogany or oak, to retail at

\$95, \$125 and \$175

THE SUPPLY IS LIMITED Write for Further Particulars

INCREASING DUSONTO PRODUCTION

Facilities of Belcanto Co. So Arranged as to Guarantee Better Service to the Trade

The Belcanto Co., Inc., 130-132 West Forty-second street, New York City, have been making good progress toward a greater production. Reports from this company show that during the current month they have been in much better shape than ever to meet the requirements of their trade. The Dusonto, from its inception, made an impression upon the trade to the effect that the company not only received a large number of inquiries when the new machine was announced, but a number of initial orders, which have brought a greater volume of business since. The company have therefore been compelled to work every means possible so as to meet this demand and are now in a position to give the distributors and dealers adequate service.

CHIMONOLA

*Sweet as the Chimes of
NORMANDIE*

DEALERS!

A Phonograph with A
Distinction!

A Cabinet sine qua non!

A Live Dealer's Propo-
sition!

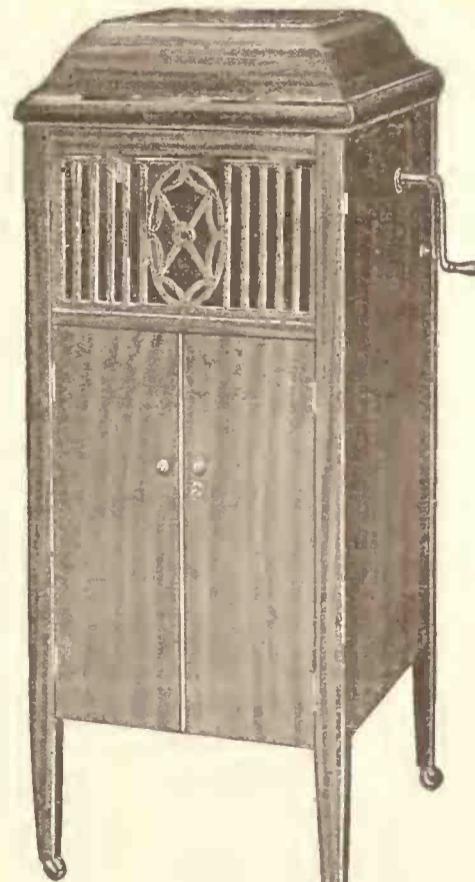
Write! Better Wire!

to

Sales Department



Chimonola Model No. 14



Chimonola Model No. 12

CHIMONOLA CO., 131 The Arcade, CLEVELAND, O.

WM. MAXWELL EN ROUTE TO COAST

Vice-President of Thos. A. Edison, Inc., to Meet Jobbers and Dealers at Various Points and to Attend Utah Convention on October 2 and 3

William Maxwell, vice-president of Thomas A. Edison, Inc., started on a long-deferred business trip through the West last week. The arrangements recently made, whereby the Pullman Palace Car Co. will devote the entire wood-working capacity of their plant to the manufacture of Edison cabinets, and provisions completed with other cabinet manufacturers to insure a satisfactory output of Edison instruments for the holiday trade, have made it possible for Mr. Maxwell to absent himself from the Edison laboratories at this time.

He went from Orange direct to Chicago, and after a few days there and in other Illinois cities he will leave for Omaha and Denver, at which jobbing points arrangements have been made for him to meet a number of the local Edison trade.

Mr. Maxwell expects to spend the greater part of his vacation in California and to return to his duties at the laboratories during the first week of October.

On his return he will stop at Ogden, Utah, on October 2 and 3 to attend the Dealers' Convention, which Robert Proudfoot, the Ogden jobber, has arranged for Edison dealers from Utah and parts of Colorado, Wyoming, Nevada and Idaho. This most novel convention will have its headquarters high up in the rocky and picturesquely beautiful Ogden canyon. The business meetings will take place at the famous log cabin hostelry, The Hermitage Hotel, located seven miles from Ogden.

Mr. Proudfoot has arranged some big-time features and a snappy series of business talks that will make this dealers' convention an ideal one. Mr. Maxwell is accompanied on his trip by J. W. Robinson, secretary of Thomas A. Edison, Inc.

NEW BRANCHES FOR OKEH RECORDS

C. W. Kalder, Manager of the Okeh Record Distributing Co., Will Open Branches in Cleveland and Indianapolis Shortly

GRAND RAPIDS, MICH., September 6.—C. W. Kalder, the energetic manager of the Okeh Record Distributing Co., the large exclusive talking machine accessory house and which features Okeh records for the territory of Ohio, Indiana and Michigan, announces that in addition to the headquarters in this city in the Okeh Building and the branch established a couple of months ago at 99 Fort street, west, Detroit, he will shortly establish branches at Cleveland and Indianapolis.

TAKES ON THE BRUNSWICK LINE

BOSTON, MASS., September 8.—The C. C. Harvey Co. has taken on the Brunswick line and already the Boston warerooms are advertising the various models of which the house is carrying a complete line. With the enlargement and general improvement of the Harvey talking machine department the company is well prepared to show this Brunswick line under the very best of conditions, in addition to its Victor and Edison goods.

TO DISTRIBUTE THE MASTER-TONE

BUFFALO, N. Y., September 8.—Lionel M. Cole, sales manager of the Iroquois Sales Corp., distributors of Okeh records and various phonograph accessories, announced this week that arrangements had been completed whereby this company will be the sole distributors for the Master-Tone phonograph, manufactured by the Master-Tone Phonograph Corp., Cohoes, N. Y. The Iroquois Sales Corp. is now making arrangements to conduct an aggressive campaign in behalf of this instrument, and will be ready to announce a list of some of the Master-Tone dealers within the next few weeks.

GIVE DEMONSTRATION RECITAL

Knickerbocker Talking Machine Co. Entertain Dealers Who Listen to Notable Artists and New Victor Records—Jassinowsky Sings

The Knickerbocker Talking Machine Co., Victor distributors, held a demonstration recital of the October Victor records in their new concert hall at their headquarters, 138 to 140 West 124th street, on Friday, August 29, in the morning and afternoon. Invitations had been extended to Victor dealers to attend, which resulted in a large gathering. The dealers attending the morning session were guests of the Knickerbocker Talking Machine Co. at a luncheon served at Pabst's Restaurant at 125th street. During the course of the recital cigars and refreshments were served.

Several artists appeared in person, among them being Pinchos Jassinowsky, the popular Jewish singer, who sang several selections without accompaniment and made a comparison test with the reproduction of his voice on Victor records.

JOHN BUTTON RESIGNS

John Button, who has been manager of the Columbia Graphophone Co.'s Dictaphone branch in New York for the past few years, has resigned from this position. Mr. Button has not announced his plans for the future and his successor has not yet been appointed.

AN IMPORTANT MERGER IN BOSTON

Musical Supply & Equipment Co. Take Over Business of the Emerson of New England in That Territory—Details of Arrangement

BOSTON, MASS., September 6.—With the return to Boston of Joseph H. Burke, manager of the Musical Supply & Equipment Co., at 221 Columbus avenue, the announcement is made of the merger of the Emerson-New England with this concern, the final conference of the parties in interest having taken place at Hartford, Conn. The consolidated companies will operate under the name of the Musical Supply & Equipment Co.

The Emerson-New England has been established at the corner of Beach and Essex streets for several months, having moved down from the Little Building at the corner of Tremont and Boylston streets. Under the title of the Emerson-New England the concern has been in business less than a year, Oscar W. Ray having been its manager and before that more directly associated with the Emerson Co. of New York.

Under the new arrangement the stock of the Emerson-New England will be taken over to the warerooms of the Musical Supply & Equipment Co., which occupies large quarters on the fourth floor of the building. Mr. Ray, it is understood, will go back to the Emerson Phonograph Co. in an important sales capacity.

NEEDED

ON EVERY

Victrola and Grafonola

No. 10
FOR VICTOR
PRICE 35c

No. 20
FOR COLUMBIA
PRICE 25c

The Cleanrite RECORD BRUSH

**MOST EFFECTIVE RECORD CLEANER
ON THE MARKET**

Saves
Records

BRUSH IN OPERATION

and
Labor
of
Cleaning

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman
TALKING MACHINE CO.

81 Reade Street — Near Church St. — New York

Victor Distributors



—and what's more

Immediate Delivery is Guaranteed

The amount of money you will make during the holiday season is dependent absolutely on *Delivery*.

The fact that immediate delivery can be made on the Dusonto should interest far-sighted dealers throughout the country.

The Dusonto is a truly remarkable phonograph. The wonderful tone, beautiful cabinet design and finish, and its ability to play all makes of records *without* attachments combine to make it the greatest value in the talking machine industry.

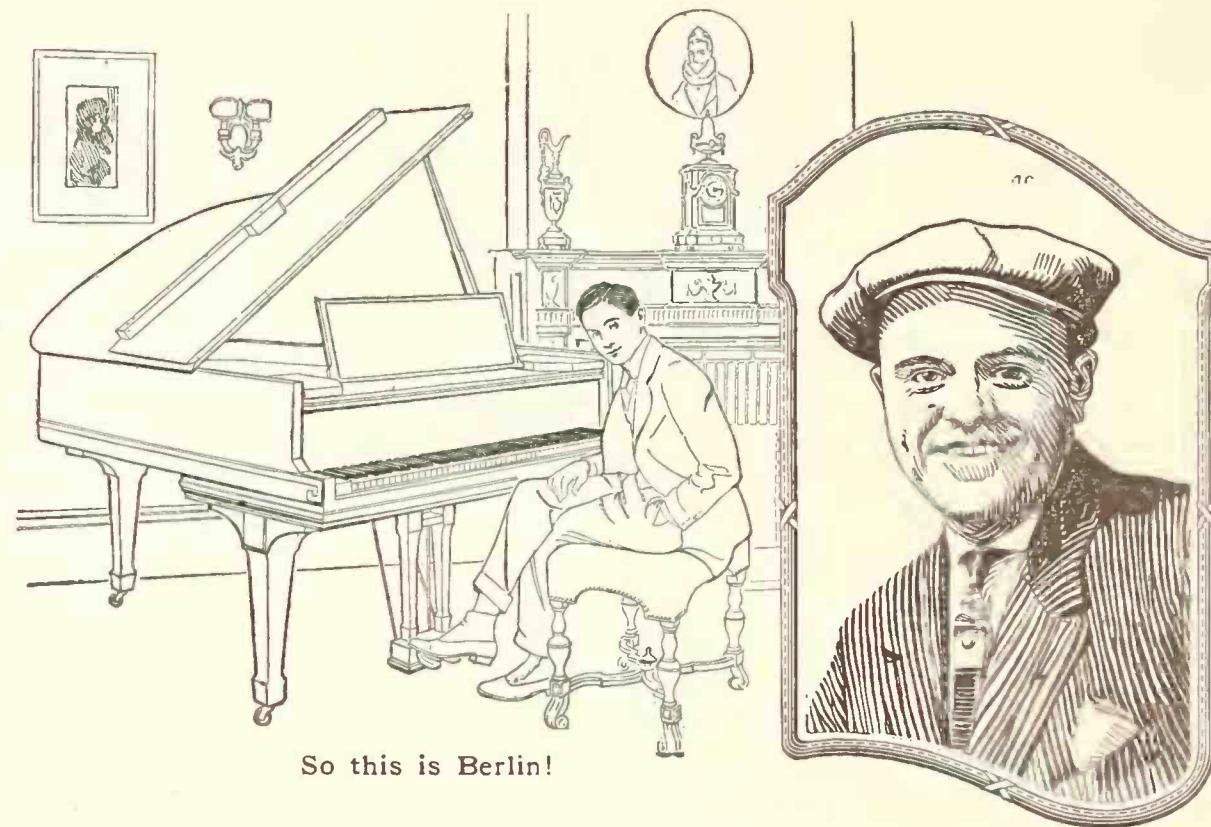


Write or wire for complete information. The time is short—you must act now. Some territory is still open for jobbers, but you must act quickly to get it.

THE BELCANTO COMPANY, Incorporated

Bush Terminal Sales Building

130 West 42d Street · New York



And this is Billy Murray, a frequent visitor to the Emerson Recording Studios.

Another Emerson "scoop"

In line with our policy of getting Emerson hits on the market at the earliest possible moment, we announce the release of

Irving Berlin's Character Song
"I've Got My Captain Working for Me Now"
 as sung by Billy Murray

You may have heard the words and music of this amusing song hit. If so, we do not need to remind you that this Berlin success will sweep the country like a Presidential election.

People who buy phonograph records know that Irving Berlin hits are worth buying—so they buy them—just as soon as they can. The first dealer who has what they want gets their trade.

The moral is: *You be that dealer.*

Better put a liberal order in now, as we are sure to be swamped on this new Irving Berlin song hit.

Ask for

No. 1042

I've Got My Captain Working for Me Now

Character Song—Sung by Billy Murray

On Reverse Side
They're All Sweeties

Character Duet—Irving and Jack Kaufman



Emerson Phonograph Co., Inc.

NEW YORK
 3 West 35th Street

CHICAGO

7 East Jackson Blvd.

VICTOR EDUCATIONAL DEPARTMENT HOLDS CONVENTION

Mrs. Frances E. Clark Heads Elaborate Five-day Program Arranged for Second Annual Gathering of Heads of Educational Departments of Victor Wholesalers and Retailers

CAMDEN, N. J., September 2.—There was held at the headquarters of the Victor Talking Machine Co. here last week the second annual convention of the heads of the Educational Departments of Victor wholesalers and retailers, under the auspices of Mrs. Frances E. Clark, director of the Educational Department of the Victor Company. An indication of the interest aroused by the announcement of the convention is found in the fact that over a hundred Educational Department heads from all sections of the country attended.

The program prepared for the convention covered the five days from Monday to Friday inclusive and was complete in every particular, taking care of practically every minute during that time. The program included addresses by a number of the officials of the Victor Co. and by musical authorities of national and international renown, together with some musical features of unusual interest and excellence.

On Monday the delegates were welcomed officially by Mrs. Clark and then listened to an address on "The Victor Co. and Its Educational Child" by Henry C. Brown, sales manager of the Victor Co. The next, Branson M. DeCou, of Landay Bros., Newark, N. J., told how to organize an Educational Department; John G. Paine, copyright attorney of the Victor Co., talked on record analysis, and E. Raymond Brite gave a "Pronouncing Drill in Musical Terms." Mr. Brite, who is assistant to Mrs. Clark, gave particular attention to Spanish pronunciation and later in the week gave similar drills in French and Italian, ending up with a general review. Mr. Paine handled the question of English pronunciation.

The enthusiasm exhibited by the delegates regarding the progress made in educational work was particularly gratifying to Mrs. Clark and the other Victor Co. officials as well as to the traveling representatives of the Educational Department, who have won such high standing in the musical circles in the country. These representatives include Misses Grace Barr, Ella M. Brownell, Donzella Cross, Elizabeth O'Connor, Grazella Puliver, Edith M. Rhetts, Emily Rice, Mabel Rich, Margaret Streeter, Charlotte Wells, Mrs. Henrietta Heaton and Messrs. Franklin G. Dunham, S. Dana Townsend and David Walsh.

The victory won by these traveling representatives is given proof in the fact that whereas a few years ago they were compelled to go about the country soliciting opportunities to talk before a gathering of educators and individuals of that class the tables have now been turned and it is found difficult to meet all the requests that come to the Victor Co. for the assignment of the Educational force to talk before Educational conventions in all sections of the country.

The elaborate character of the convention and the great variety of subjects discussed are best indicated by reference to the accompanying program:

MONDAY, AUGUST 25

Greetings (Victor Auditorium)....Mrs. Frances E. Clark
The Victor Company and Its Educational Child, Henry C. Brown, Sales Mgr., V. T. M. Co.
How to Organize an Educational Department, Branson M. DeCou, of Landay Bros., Newark, N. J.
Record Analysis, John G. Paine, Copyright Atty., V. T. M. Co.
Pronouncing Drill in Musical Terms (Spanish), E. Raymond Brite
Music Form and Appreciation in Lower and Middle Grades, Miss Edith M. Rhetts
The Story Hour in the Library, the Store and the Home, Franklin G. Dunham
Dream Pictures (illustrated with Victrola and Stereopticon), Branson M. DeCou
Folk Dancing (Various Nations), F. A. Finkeldey, Director, Camden Playground Com.

TUESDAY, AUGUST 26

Educational Departmental Work Outside the Schools, Miss Caroline Hobson, of Stewart Talking Machine Co., Indianapolis, Ind.
The Victrola in the Home and Kindergarten, Miss Grazella Puliver

Music Form and Appreciation in Grammar Grades, Miss Edith M. Rhetts
Selling to the Country Schools, H. M. Stillwell, Victor Dealer, Freehold, N. J.
Analysis of Some Unusual Records, Branson M. DeCou
"What We Hear in Music," Mrs. Anne Shaw Faulkner Oberndorfer, Author of "What We Hear in Music"
Pronouncing Drill in Musical Terms (French), E. Raymond Brite
Vitalizing English in the Grades, S. Dana Townsend
Memory Contests and Club Work, Mrs. Anne Shaw Faulkner Oberndorfer
Folk Dancing (American), F. A. Finkeldey
Complimentary Recital by Victor Artists (Victor Auditorium).

WEDNESDAY, AUGUST 27

Our Educational Work: Its Status, Its Problems and Its Future, Mrs. Frances E. Clark
Model Lesson in Primary Grades, Miss Grace Barr
Stories for Children About Children in Other Lands, Miss Mabel Rich
Recess,
Record Analysis, Leslie C. Parker, of Badger Talking Machine Co., Milwaukee, Wis.
Practical Application of Musical Appreciation, Mrs. Laura Meeker, Special Supervisor of Music Appreciation, Detroit, Mich.
Round Table: What is Being Done in My Town in Teaching Music Appreciation, Led by Mrs. Esther Beaver, of Perry B. Whitsit Co., Columbus, Ohio
Luncheon—Cooper Square Apartments and Victor Lunch Club
Pronouncing Drill in Musical Terms (Italian), E. Raymond Brite
American Music, David Walsh
Practical Americanization, Miss Lillian Wood, of C. C. Mellor Co., Pittsburgh, Pa.
Model Lesson in Middle Grades, Miss Margaret Streeter
Folk Dancing (English), Miss Grazella Puliver

THURSDAY, AUGUST 28

Why the Victor is Supreme, E. J. Dingley, Manager, Machine Order Department, V. T. M. Co.
Ordering Records, Howard Shartle, Manager, Record Order Department, V. T. M. Co.
Interrelation of the Traveling and Educational Departments, Harry A. Beach, Manager, Traveling Department, V. T. M. Co.
Record Analysis, Miss Elsa Stein, of Lyon & Healy, Chicago, Ill.
Victor Ideals, William Geppert, Editor, Musical Courier Extra
Pronouncing Drill in Musical Terms (English), John G. Paine
Analysis of the Suite, Miss Edith M. Rhetts
Record Analysis, Franklin G. Dunham
Music in Education, Raymond Bill, Talking Machine World
Folk Dancing (American and French), Miss Elizabeth Burchenal
America's Foremost Authority on Folk Dancing

Folk Dancing (Exhibition), Miss Elizabeth Burchenal

FRIDAY, AUGUST 29

The Instruments of the Orchestra, by Sight, Sound, and Story, Harold D. Smith, Traveling Department, V. T. M. Co.
The New Course of Study, Mrs. Frances E. Clark
Closing the Sale, Miss Mayme Jardine, of Mickel Brothers, Omaha, Neb.
Round Table: Financing Necessary to Equip the Schools With Victrolas and Victor Records, David Walsh
Record Analysis, Musical and Literary Instincts in the Child, Professor T. S. Lowden, Professor of Psychology, Columbia Normal School, Columbus, Ohio.
The Symphony, Maestro Josef Pasternack, Musical Director, V. T. M. Co.
Pronouncing Drill in Musical Terms (Questions and Review), E. Raymond Brite
The Analogy Between Poetry and Music, John G. Paine
Meeting the Directors of the Victor Talking Machine Co.
Folk Dancing, Miss Grazella Puliver

The official part of the program closed with a banquet de luxe in the North Garden of the Bellevue-Stratford Hotel, Philadelphia. By the close of the convention everyone was so well acquainted with his fellow conventionites that formalities were easily dispensed with and the entire assemblage dined as one great family—which in fact they were.

On Saturday morning following the convention quite a number of those who had come East from quite distant cities organized a sightseeing party and in a specially chartered bus reviewed the feature points of richly historic Philadelphia.

The Victor wholesalers and retailers were represented as follows: Anshutz Jewelry Co., Shenandoah, Iowa, Mrs. Frank Anshutz; L. S. Ayres & Co., Indianapolis, Ind., Miss Mary V. Coddington; Badger Talking Machine Shop, Milwaukee, Wis., L. C. Parker; Bailey-Edwards Drug Co., Alexandria, Ind., Miss Leona Hughes; Bailey's Music Rooms, Burlington, Vermont, Geo. Harris, Wm. Walker and Mrs. Wm. Walker; Baim Bros. & Friedberg Phono. Co., Brooklyn, N. Y., Louis Baim, Mr. Friedberg and Benjamin Baim; G. A. Barlow's Son Co., Trenton, N. J., Charles J. Wilkinson; The Barton Co., Manchester, N. H., Miss A. V. Quinn; H. V. Beasley Music Co., Texarkana, Arkansas, Mrs. Evelyn McClusky; Berliner Gram-o-phone Co., Montreal, Can., R. H. Murray and F. W. Ratcliffe; Bodley Music Co., Three Rivers, Mich., G. W. Bodley; J. E. Bostock Co., Taunton, Mass., Miss Maud Jackson; Brockman & Son, Mt. Sterling, Ill., Prof. O. E. Hostettler; Louis Buehn, Philadelphia, Pa., Wm. H. Nolan; F. R. Busser, Timpson, Texas, I. R. Busser; Bryant's

(Continued on page 141)

Ward's Khaki Moving Covers

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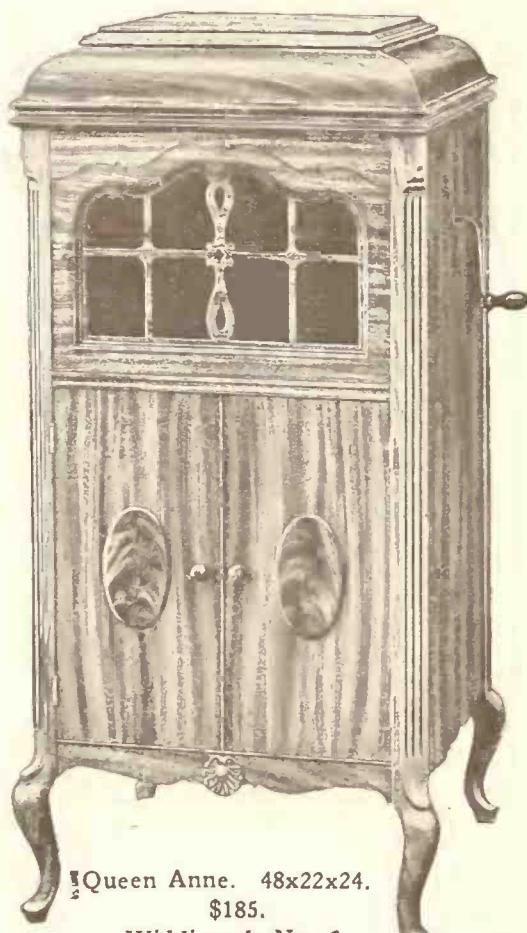
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VICTOR EDUCATIONAL DEPARTMENT HOLDS CONVENTION—(Continued from page 139)

Music House, Inc., New York City, N. Y.; Joseph M. Bryant; Chase & West Talking Machine Co., Des Moines, Iowa, Miss Golda Airy; Chicago Talking Machine Co., Chicago, Ill., William Griffith; Christine Bros., Bangor, Pa., Miss Nellie Parry; Clark & Jones, Birmingham, Ala., B. Hammond; Clarkson Furniture Co., Waltham, Mass., Miss Helena E. Murphy; Collier & Sayle Co., Cleveland, Ohio, Miss Jeanette E. Heisa; Corley Co., Richmond, Va., Joseph Steinbrecker; Geo. W. Davy & Son, Coatesville, Pa., G. C. Davy; C. H. Ditson & Co., New York City, N. Y., William Lind; E. F. Droop & Sons Co., Washington, D. C., C. L. Howser; H. R. Eisenbrandt Sons, Baltimore, Md., Miss Eleanor Eisenbrandt and Miss Anna Diver; Emerson Piano House, Decatur, Ill., Miss Wilhelmina C. Requarth; Empire Music Company, New Rochelle, N. Y.; Franklin Music Parlors, Englewood, N. J., T. R. Rusch; I. W. Freeman, Derry, Pa.; Geo. W. Frost & Co., Irvington, N. J., N. W. Truesdell; W. B. Fulghum, Richmond, Ind., Miss Leone Buening; Gaffney Drug Co., Gaffney, S. C., R. E. Peeler; A. Gressett Music House, Meridian, Miss., Miss Alva Witt; Grinnell Brothers, Detroit, Mich., H. W. Porter; Griswold, Richmond & Glock Co., Meriden, Conn., Miss L. E. Glock and Miss Havens; Hadley Drug Company, Miami, Okla., Mrs. Fannie Kraper; Hauschildt Music Co., Oakland, Cal., Mrs. Helen P. Howard; Holly Music Co., Carroll, Iowa, Miss Tobin; Hydeman Co., Norristown, Pa., Mr. Hydeman; Jersey City Talking Machine Co., Jersey City, N. J., E. R. Perkin; Knickerbocker Talk. Mach. Co., New York City, N. Y., Richard Veale; Landay Bros., Newark, N. J., B. M. DeCou; Lilly Music Store, Beckley, W. Va., A. Z. Lilly; E. W. Litner Co., South Orange, N. J., E. W. Litner; Lyon & Healy, Chicago, Ill., Miss Elsa Stein and Rourke Corcoran; E. C. Malankey, Girardsville, Pa., E. C. Malankey and Chester O'Connor; D. S. Marsh & Co., New London, Conn., Miss Ruth K. Pimer; L. Meier & Sons, Cleveland, Ohio, Miss Lillian Meier, C. C. Mellor, Pittsburgh, Pa., Miss Lillian Wood; Mickel Bros., Omaha, Neb., Miss Mayme Jardine; Henry F. Miller & Sons Piano Co., Portland, Maine, Mr. Hunt; Munger & Long, Camden, N. J., Thos. K. Henderson; W. P. Newnam, Chestertown, Md., Miss Susie Vanzant; New York Talk. Mach. Co., New York City, N. Y., Hugh Ernst; J. B. Odgen, Inc., Lynchburg, Va., J. D. Allen, Jr.; Geo. J. Palmer, West Chester, Pa., E. S. Parker; Peoples House Furn. Co., Haverhill, Mass., Miss Madelyn G. Duffy; The Plant Cadden Co., Norwalk, Conn., Adelard Morin; Punxsutawney Talk. Mach. Co., Punxsutawney, Pa., E. R. Sheldon; Quackenbush Co., Paterson, N. J., John Menton; Reiff & Helt, Lykens, Pa., Miss Bulah Uhler and C. F. Helt; Rhoads Bros. & Co., Hillsboro, Texas, N. C. Rhoads; W. F. Roehr Music Co., Topeka, Kansas, Miss Gertrude C. Thompson; Ryder Music Co., Pawhuska, Okla., R. Wood Ryder; C. S. Schmidt Piano Co., Tiffin, Ohio, Chas. J. Schmidt; Scruggs-Vandervoort-

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Co., Barberton, Ohio, Bert Davis; J. C. Welton & Co., Lancaster, Ohio, Miss M. E. Welton; Westerley Furniture Co., Westerly, R. I., Albert Pilling; Wheatley's Music Emporium, Easton, Md., J. W. Wheatley; Perry B. Whitsit Co., Columbus, Ohio, Mrs. E. R. Beaver.

Victor traveling representatives: Miss Grace Barr, Miss Ella M. Brownell, Miss Donzella Cross, Franklin G. Dunham, Mrs. Henrietta Heaton, Miss Elizabeth O'Connor, Miss Grazella Puliver, Miss Edith M. Rhetts, Miss Emily Rice, Miss Mabel Rich, Miss Margaret Streeter, S. Dana Townsend, David Walsh, Miss Charlotte Wells.

THE ORGANIZATION OF AN EDUCATIONAL DEPARTMENT

Interesting Paper Read by Branson M. DeCou at Victor Educational Convention

Obviously, the organization of an Educational Department depends entirely upon the size of the community in which it shall operate.

While many of the suggestions here made have proved of value in the tremendous field of New York City, still there is no reason why they should not be applicable in medium-sized cities.

First, as regards space at the department's disposal and the equipment required, the usual thing is to set aside a booth as large as possible, which shall be properly marked "Educational Department" and which shall be entirely reserved for teachers, or those directly interested in the educational work, except of course in the Christmas rush, etc.

In addition to the school machine (Victrola XXV), Victrola VI, pictures on the wall, showing the Victrola in school work (preferably local pictures), special rack for educational literature, etc., there should be a good-sized desk for the use of the educational director. Of course, if there is space available for desk room outside of the booth, such an arrangement would be preferable, as there could be more space used for the files, which should include a correspondence file and a section for large-sized cards about 5x7, a file for the ordinary small cards, and a section containing flat drawers for literature, miscellaneous papers, lists, etc.

The most important feature of the filing is a card system, which shall be kept up continuously, using the large-size cards, giving the school name, principal's name, address, and all the data which can be discovered, as to what machines and records are in use in that school. The large-sized card, then, will afford room to write on from time to time the results of various calls or transactions with the school, and on the back of the card should be kept a list of the records sold from time to time to the school. This is the backbone of the work, especially in a large city, where there are a great many schools, and it is absolutely necessary to post on the cards the additional data which comes up from time to time.

If it is inconvenient to put same on the cards at the time it happens, an "unfinished report" basket should be kept on the desk, where memoranda may be placed and then from time to time entered on the cards.

In large cities, where the schools are numbered and in districts, it is necessary to file them numerically. In smaller places it might be better to use the principal's name, since it is desirable to have charge accounts with the schools in the name of the principal, rather than in the name of the school.

One of the greatest helps in connection with the work is to have a large map of the city, mounted on thin compo-board, and locate every school in the district by brightly colored pins or tacks (which come for this purpose). This map is invaluable where there are many schools, because one can route out the various calls to be made on prospects, or map out the preliminary canvass of the schools and there is no lost motion in going from one school to another.

As soon as the school has been called on by the educational director, the color of the tack should be changed, so that the map instantly shows what schools have not yet been reached. Then, when a school has been closed for a Victrola, or becomes a regular customer, the color should again be changed, the third color, therefore, showing at a glance the regular customers among the schools.

It is quite fascinating to work thoroughly various sections of the city, and thus change the color of the map in those sections.

There should also be available for the educational department some sort of recital hall. If there is no regular recital hall, one can readily be improvised with camp chairs in almost any store and regular Saturday morning meetings should be held for the benefit of teachers, who are really interested in developing music appreciation among the children. Lecture recitals may be given, such as those mentioned on page 13 of the Educational Bulletins. Occasionally a class of children, or part of a class, can be

(Continued on page 143)

Phonograph Records In Contest For Presidency

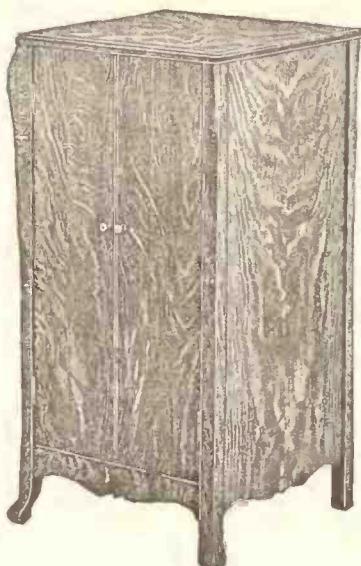
- ¶ A monthly service of lateral cut 12-inch records, especially loud and clear containing five minute orations in the living voices of famous Americans on one side, and appropriate musical selections on the other.
- ¶ Each record is put up in a permanent folio with photograph of the speaker ready for framing mounted on outside front cover.
- ¶ Issued in conjunction with and endorsed by Republican and Democratic National Committees for use in Presidential campaign.
- ¶ Two records a month—one by a Republican and one by a Democrat. Addresses by U. S. Senator Henry Cabot Lodge for the Republican Party, and U. S. Attorney General A. Mitchell Palmer for the Democratic Party, now ready for delivery.

WRITE TODAY FOR OPEN TERRITORY

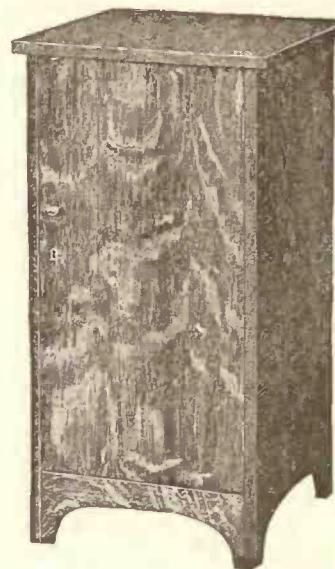
NATION'S FORUM,

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QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 $\frac{1}{4}$ in. Top 17 $\frac{1}{2}$ x 17 $\frac{1}{2}$ in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 $\frac{1}{4}$ x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 $\frac{1}{2}$ x 22 $\frac{1}{2}$ in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line



Style 70.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 $\frac{1}{2}$ x 22 $\frac{1}{2}$ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

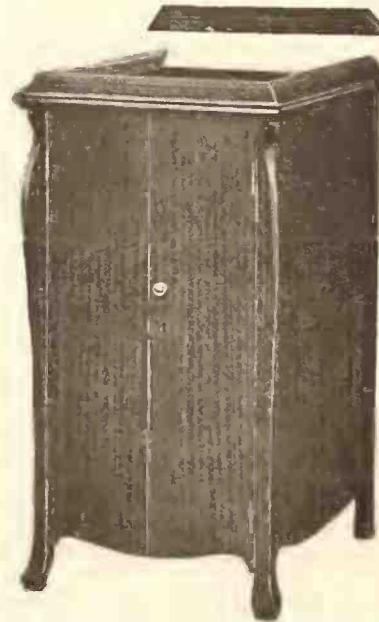
**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 $\frac{1}{2}$ x 22 $\frac{1}{2}$ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 $\frac{1}{2}$ x 22 $\frac{1}{2}$ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

VICTOR EDUCATIONAL DEPARTMENT HOLDS CONVENTION—(Continued from page 141)

brought in from a friendly school, which would act as a magnet to draw in teachers from everywhere, who are always more interested in actual model teaching than in model lecturing.

It should not be forgotten that not only must the educational director educate the children in the schools, but also the record sales force of the store, and valuable talks should be given on musical lines at intervals.

Before going further into the procedure after the department has been equipped and made ready to open, it might be well to review the sources of profit which are possible to such a department. In the past the most important source has been the direct school sales, referring, of course, to the money that was actually raised, with or without the help of the educational director in the schools, and spent with the dealer in the individual accounts.

Second, the Board of Education sales are becoming greater every year and there is hardly a city where the Board of Education sales will not buy at least part of the material required.

Third, a very important field, which is often neglected, is the selling of machines and records to the teachers personally. This may seem a little outside of the educational field, and yet, by constantly keeping his eyes open an educational director can pick up enough prospects through constant contact with the teachers of the city, that he may materially defray the expenses of the educational work. If, therefore, the work can be made profitable by this little extra effort, it is surely worth attention.

Finally, there is a large field among libraries and other institutions, private schools, parochial schools and the like, which should be just as carefully cultivated and mapped out as that of the public schools, although some special methods are required.

We will suppose that the details of the equipment of the new department have been worked out, and we may now consider the procedure to be followed in actively conducting a school campaign.

First, last, and at all times, it is vitally necessary to keep in the closest touch and harmony with the local supervisor of music, who can be of the greatest assistance to the department in many ways, more especially in "tipping off" the educational director when any school is contemplating the purchase of machines or records, and in carrying ahead the campaign to get the Board of Education to purchase machines.

Of course, there are many others in the school system whose acquaintance must be cultivated, and whose friendship must be gained; the director of physical training, the principals of the high schools, heads of the high school English departments, the purchasing agent for the department of supplies of the Board of Education (or, if there is no purchasing department, the members of the Board of Education individually), and, of course, most important of all, the superintendent of schools.

All of these people should hear various demonstrations of the actual school work, and every possible effort should be made, through recom-

mendations of teachers and principals, through the department's active work, etc., to get the Board of Education to pass appropriations for the installation of Victor equipment. Sometimes they will help the schools and make a ruling whereby every school that raises a certain amount of money can have that sum duplicated by the Board of Education for such a purpose.

In any case, it should be only a matter of time before at least the fundamentals of the necessary Victor equipment shall be purchased everywhere by the Boards of Education.

A neat and dignified letter of announcement of the inauguration of your department should be sent to every school, and teacher, in the city, or, if there are too many teachers, at least to every school and department head. These letters should be followed at frequent intervals by other interesting letters, taking up various features of the department, announcing certain records, or specific plans for raising money, concerts and recitals to be given by the department.

The school list will contain relatively few names, say, from 200 to 500 principals and de-

partment heads, and this is unquestionably the cheapest way to advance the work, and to make it count among these principals. A well-worded personal letter can reach all the principals in one day with your message, which would take many days of your time, in calling personally.

Supplements should, of course, be mailed to the same list each month, and the principals should be trained to look for specially marked records in these supplements, which you could indicate in red ink—and which records would have an educational value.

The "Graded List" should be in the hands of every interested teacher, and when calling on the schools, the principals should be induced to give you the names of those teachers who are particularly interested in the Victor work, or who have occasion to use the Victrola, and you should see that all of the Victor literature is placed in their hands, and that their names are added to the mailing list.

It is often a good idea, in a large city, to send a return post-card, with a letter, giving the principal a chance to indicate what records he

(Continued on page 145)

"THE ORIGINAL LIQUID CLEANER FOR PHONOGRAPH RECORDS"

Tone-Clear

IMPROVES THE TONE

**CLEANS
REVIVES
PRESERVES**

MAKES OLD RECORDS PLAY LIKE NEW

A PERFECT LIQUID CLEANER

**Every Phonograph Owner Wants It
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**TONE CLEAR IMPROVES AND LENGTHENS THE LIFE OF ANY RECORD
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Universally Agreed to be the Greatest Accessory

Its ready demand makes it easy to sell and it is absolutely fool-proof. One bottle will clean 250 or more records. TONE-CLEAR is an accessory without competition. Nothing else will obtain the same results. Be the first to have it in your community. We guarantee it without reserve. It comes to you with the endorsement of chemists, artists, dealers and owners of phonograph records, who have used it and tested its merits.

You'll Handle it Eventually, So Why Not Place Your Order Now?

Price \$4 per dozen bottled; less 10% on gross lots.

Send your order direct to any one of the following concerns:

NEW YORK	ILLINOIS
The Cabinet & Accessories Co., 145 East 34th Street, New York.	Arrow Supply Co., 57 E. Jackson Blvd., Chicago.
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NEBRASKA	MONTANA
Mickel Bros. Co., Omaha.	Orton Brothers, Butte.
OREGON	MINNESOTA
Pacific Accessories & Supply Co., 43 Fourth Street, Portland. Blaumauer-Frank Drug Co., Portland. M. Seller & Company, Portland.	Beckwith-O'Neill Co., Minneapolis. Gether Piano Co., Milwaukee.
JOBBERS WRITE FOR SPECIAL PROPOSITION	WISCONSIN
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MAINTAINERS OF THE
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ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.

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We Can Ship Immediately

All of the latest song and dance hits, standard vocal selections and instrumental numbers of exceptional tone quality.

Order Your Stock Now

OkeH Records are the most successful hill and dale records on the market. A quality record at a popular price.

Rishell OkeH Service is based on a practical and thorough knowledge of record merchandising. We know how to serve you—our co-operation is not guesswork.

Let us show you how OkeH Records can be profitably merchandised in your territory.

Rishell Phonograph Co., Williamsport, Pa.

OKEH JOBBERS

VICTOR EDUCATIONAL DEPARTMENT HOLDS CONVENTION—(Continued from page 143)

wishes to order, or whether or not he is interested in the subject which you are presenting. A stamped card of this sort costs very little in the small quantities needed for the principals' list, and it can be frequently used to get definite prospects on entertainments, certain classes of records, or any other thing about which information is desired.

A letter should be sent to all of the teachers, calling attention to the new Educational Department as the ideal place in which they can select the instruments and records for their own homes. You could offer to cash their city paychecks, and in every way possible try to make them regard your department as a good rendezvous where they might come to discuss records and music.

The standard demonstration work is the necessary and most effective part of your campaign. Nothing will more quickly introduce your work than to get out into the schools and give demonstrations to as many teachers and children as possible, always keeping your eyes open for prospects, both school and personal. This may not always show immediate results, but it is the one sure method of getting recognition for your department.

If you can devise some special money-raising plan, and actually follow it up to a successful conclusion, such work may prove the real success of your department. For instance, the concerts arranged through certain periods by Miss Jardine, in Omaha, or in my own case, the Travelogue Lectures, or perhaps the program of "Dream Pictures" combining music and stereopticon slides—are examples of such methods.

In all cases where Victor records are used in such entertainments, be sure and have a printed program prepared, giving the numbers and titles of the records.

If you can work out an entertainment proposition which will bring the children in the afternoon and the parents in the evening, the advertising value of such concerts is even great-

er than the actual sales results through the money raised (especially, if a slide is used at the beginning and end of the program, stating that the concert is under the direction of the Educational Department of your concern), and if the printed programs carry appropriate advertising.

To go further, small cards should be distributed, bearing the words: "If you are interested in receiving free literature regarding the musical welfare of your children, please sign this card and deposit in box before leaving," and with lines for the name and address. These cards should give the salespeople of your concern a wonderful entrée into the homes, and when Victrolas again become plentiful, it would pay to have the sales people call personally with a Victor "Graded List," thus meeting the parents. If they have a Victrola, get a record order, and if not, get them interested in a machine. The smaller the city, the better opportunity such a plan offers.

The evening entertainment plan, if successfully worked out, is unquestionably the greatest advertising medium, however, that you can develop, and is worth while, even if no direct sales resulted at all.

The "Music Memory Contests" inaugurated by the National Bureau for the Advancement of Music give splendid opportunities for the Educational Departments to carry out something which would arouse universal interest in the community, and thus give you a chance to reflect some of its glory. You are already familiar with the details of these contests, in which every school is given a certain list of musical compositions with which to become familiar, and then after a period of preparation teams are elected, and a final contest held, the concert being a combination of Victrola music, piano-rolls and living talent, and the music entirely selected from the original list.

The dealer himself could stage such a contest entirely and offer sets of records as prizes to winning schools. The possibilities are unlimited.

Another good plan would be to hold a "Children's Week" at the store, especially if a list of interested parents could be gotten together, as suggested above, in the entertainment plan. During such a week frequent concerts should be arranged for the children, a big Saturday concert for the parents, in which a class of children could be assembled, in order that the delighted parents might see the actual results of using the records; and other devices might be used, such as having a doll contest, in which the children could enter their favorite dolls, to be shown in the dealer's show windows, and prizes awarded. No doubt, the "Children's Week" at the store could be thoroughly, and very cheaply advertised through the medium of the schools, and much interest aroused, which would react very advantageously on the dealer.

Don't neglect the side lines. Be sure that the English Department is thoroughly equipped with a special Victrola and a complete set of every record valuable in English work. In giving a demonstration to the English Department, be sure to have the words printed, of the parts of the records used. Then there is library work—private schools—parochial schools, etc. Parochial schools are very much open to the entertainment plan.

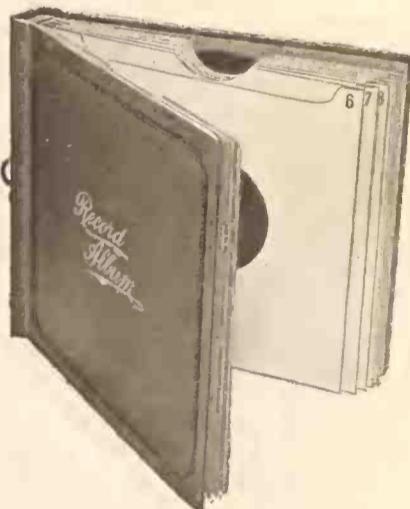
An adequate supply of educational books, in addition to the free literature, should be carried in stock at all times, and the educational booth should always contain copies of "What We Hear in Music," "The Victor Book of the Opera," "Pan and His Pipes," and "Listening Lessons in Music."

There should be no difficulty in eventually equipping the high schools with a complete "What We Hear in Music" appreciation course, and with 40 or 50 copies of the book itself, for use as text books in the class. The progress of the idea of teaching music appreciation, just as English Literature is taught, has made amazing headway, and it is indeed a pretty slow high school that won't start an appreciation course,

(Continued on page 146)

"None More Durable at Any Price"

Perfection Record Albums



Only the best materials are used in the manufacture of our albums.

The envelopes are made of heavy green kraft stock. The covers are bound in linen cloth. The back is substantially constructed and bound in metal for added protection.

We can ship promptly out of stock

Plaza Music Company

18 West 20th Street, New York

VICTOR EDUCATIONAL DEPARTMENT HOLDS CONVENTION—(Continued from page 145)

even if they have to build up their library of records gradually, as they go along.

One final word in closing—never for a minute get the idea that the schools will come to you, comfortably seated within your educational booth. Plan always to be somewhere in the schools, working during school time, and as soon as school is over return at once to your booth, where you can make up your notes, and

statistics, while waiting for the customers (who don't always come!).

But just as soon as the schools discover that you are sincerely working, not only to sell Victrolas and records, but for the betterment of musical ideals among their children, and as soon as they realize that you do know something about music, and about children, and about teaching, then your work will succeed.

son does not present the most attractive part of the record first, the melody. Have your people learn the place on the record where the melody begins and play that first, then go back and tell the story of the record. We cannot present rote songs, "Hunt in the Black Forest," nor "The Clock Store" to the grown-ups, but we can present simple attractive compositions that will retain interest, encourage discrimination, and finally, sell more records, which is what your firm is interested in primarily.

Would I present the Bach suite in D Major? No, you couldn't sell it. A modern suite of descriptive power could be presented, however—Grieg's Peer Gynt suite is the one we should select. (The Tschaikowsky "Nutcracker Suite" would not do, its first appeal is to children.)

The following records comprise a set of ten as a basis for discrimination:

35470,	Peer Gynt Suite	Victor Concert Orchestra
18042,		Dance of the Goblins....Jascha Heifetz
74570	Valse Bluette.....	Jascha Heifetz
64570	To a Wild Rose.....	Felix Arndt
17691	O Sole Mio.....	Enrico Caruso
87243	Bergere Legere	Edmond Clement-L'adieu du Matin
64223		64815 The Quilting Party....Mabel Garrison
		64605 Little Boy Blue.....John McCormack
		64807 CrepusculeGalli-Curci

C. G. Wiant, a Victor dealer at Marion, Ohio, has just returned from his vacation and is feeling very much better than he did before he went away, and now feels that he will be able to be at his store most of the time for the rest of the year. Mr. Foster, who has had charge of the store since Mr. Wiant's illness and also during his vacation, says that there is no end to the amount of Victrola business, the only trouble is to get enough Victrolas and records to take care of the trade. They have been able by hard work and early buying to get a very good stock of records ahead.

TEN VICTOR RECORDS AS BASIS FOR DISCRIMINATION

Paper Read by Franklin G. Dunham, at Victor Educational Convention

I am not as much interested in why records do not sell as I am in knowing why records sell. An investigation into the first cause may result in an answer to the second, but not always.

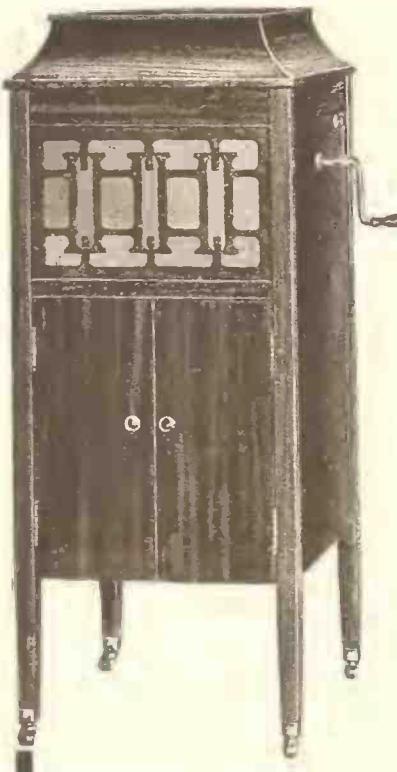
The vast majority of the record-buying public are musically uneducated—the adult population—millions of them. They control the purchasing power. To be sure, they are interested in music for their children, and are willing to place these children in our hands for development, but what of themselves.

An educational director has not only the problem of the schools—hardly a problem now—and the innumerable linked-to-the-school activities to handle, but also the greater problem of the musically uneducated adult, who is the by-product of past school methods. If we can get their interest, as well as their present consent, we are close to accomplishing something now. I am one of those people who believe in results, and, if possible, immediate ones. The results in school work show us that we are building, building constantly a child's musical experience. Now, how to build the grown-up's?

Manifestly, a course of study is the logical method. But what tired business man, weary housewife, or every-day young person, who has

missed the advantage of high school and college, wants to take up a course of study? You may lead up to a course, such as Mrs. Oberndorfer has given us in "Music in the Home" and perhaps later to "What We Hear in Music," but how can we stimulate the interest that will lead to such a course? By seeing that, with the initial record order sent to every purchaser of an instrument in our store, some records of intrinsic value in building musical taste are included. "How to Get the Most Out of Your Victrola" was received with rejoicing everywhere. The recordings listed are excellent but pedagogical, they are not arranged to build upon musical experience. An adult, who knows no music, is like a little child, except that he knows a great deal of tawdry music while the child knows none. We must break down the barrier of tawdry music and erect the gateway to appreciation, which means making a permanent customer of an otherwise lost sheep. This is a dollars and cents proposition. No educational director is earning his or her maximum salary who neglects the adult population.

In presenting records for discrimination, present them on the basis of common sense. Do you know why a violin solo, such as Drdla's "Souvenir" sells and a Chopin nocturne has a limited clientele? Often, because the sales per-



THE STODART

Made by the Makers of the STODART PIANO, has won the same splendid reputation for itself as that borne by the STODART piano for nearly a century. The

Stodart Phonograph

Plays any record—Its equipment throughout is the best—Its tone is rich and mellow—It has what the critics declare to be the most perfect reproducing device ever conceived.

Made in Mahogany in most artistic models beautifully finished—In every range of price.

Orders for Fall must be placed NOW to assure deliveries. Write for our Dealers' Proposition.



Stodart Phonograph Co., Inc.

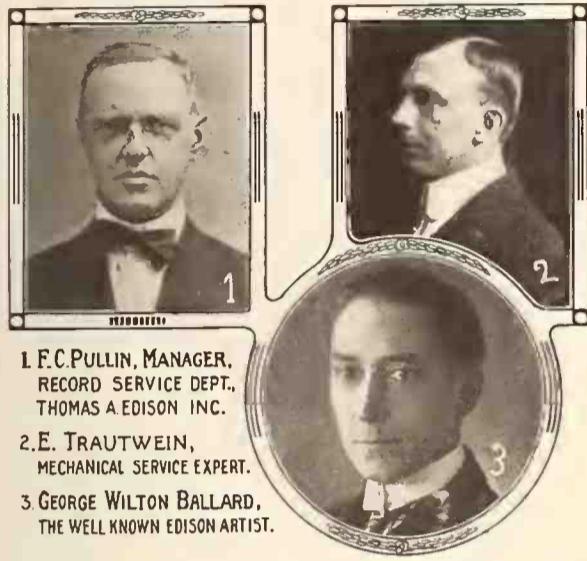
119 WEST 42nd STREET

NEW YORK

YORK STATE EDISON DEALERS MEET

Hold Enthusiastic Session in Syracuse Under Auspices of F. E. Bolway & Son, Inc.—Delighted Over Edison Production Outlook

"One of the liveliest meetings of phonograph dealers ever held," remarked F. C. Pullin, manager of the record service department of Thomas A. Edison, Inc., who had just returned from Syracuse, N. Y., where he had attended the Get-Together meeting of the Edison deal-



ers in the F. E. Bolway & Son, Inc., zone, held September 2-5.

"The outstanding feature of the meeting was enthusiasm with a large E—Enthusiasm for the period models—enthusiasm for the splendid re-creation situation. J. G. Brown, sales manager for the Syracuse jobber, said: 'If there is one family in this zone that does not have a New Edison in its home by Christmas Day it will be because we haven't received the goods from the factory.'

"The Amberola co-operative advertising campaign is making a big hit with the dealers and when I told them that the Edison board of directors had made a substantial appropriation for the purpose of advertising the monthly blue Amberol record lists, commencing with the November issue, their enthusiasm was unlimited. Every dealer and each one of the jobber's local and outside representatives is on his toes and, believe me, they are some live bunch!"

Supervisor H. R. Skelton, Mechanical Service Expert E. Trautwein and the recently appointed supervisor for Canada, P. J. Burns, also attended the meeting. Mr. Skelton's talk on the Thos. A. Edison, Inc., sales policies was a feature of the Wednesday morning meeting and met with attentive interest on the part of the dealers. Mr. Pullin's talk on the production and distribution situation in respect of phonographs and Re-creations was interspersed with production data that commanded the concentrated interest of all present. At the conclusion of his talk the dealers responded with an ovation.

The Syracuse jobber had a splendid dinner served to more than one hundred dealers and guests in the Hiawatha Room, Onondaga Hotel, Wednesday evening. Supervisor Skelton acted as toastmaster. The dinner was good, the speakers were entertaining, and, to cap the climax, George Wilton Ballard, the well-known Edison artist, gave a tone-test with some of his Re-creations that was enthusiastically received.

These get-together meetings are a feature of the progressive and aggressive policy of this Edison jobber in Syracuse, and the results more than offset the time and expense of the function.

RECITALS AT ATLANTIC CITY

ATLANTIC CITY, N. J., September 10.—The Perfek'tone Corp. of Philadelphia, manufacturers of the Perfek'tone phonograph, give daily interesting series of recitals at their Atlantic City branch showroom, which is located on the boardwalk. The branch is under the direction of John C. Donaldson.

SALES PROBLEMS DISCUSSED

Emerson Representatives Attend Sales Conference on Invitation of Musical Supply & Equipment Co. in Boston—Notable Men in Attendance—Interesting Addresses

BOSTON, MASS., September 9.—The Musical Supply & Equipment Co., 211 Columbus avenue, which recently absorbed Emerson-New England, Inc., distributors of Emerson records, invited representatives of the Emerson Phonograph Co., New York, to attend a sales conference in their office on Saturday, September 6. Among those present were Joseph I. Carroll, manager of sales of the Emerson Phonograph Co.; Louis D. Rosenfield, director of repertoire and sales manager of Emerson International, Inc., and Theodore J. Porske, of Emerson International, Inc. The managers and sales force of the Musical Supply & Equipment Co. attended the conference, headed by their president and general manager, Messrs. Morris and Page, both of whom came on from New York.

After making the opening address Mr. Mor-

ris introduced Mr. Carroll, who spoke at length upon important sales problems, and who, during the course of his talk, outlined the company's ambitions and future purpose. He was followed by Mr. Rosenfield, who has been mainly responsible for the remarkable success of Emerson International records, who fully discussed the new recordings and future policy of his company. After the business conference a banquet was held at the Copley Square Hotel and the meeting was voted a decided success.

TO JOIN CHAMBER OF COMMERCE

The Victor Talking Machine Co., Camden, N. J., has filed application for membership in the Music Industries Chamber of Commerce, the centralized body organized some time ago to bring together all the various interests of the music industry for the common good. The Victor Co. action followed a recent visit paid by George W. Pound, general counsel of the Chamber of Commerce, to Camden, when he explained in detail the work that was being done, together with the object of the organization.

We Are Making Immediate Shipment of All Models

Japanese Lacquer—Style H



Louis XVI—Style K

LAUZON Phonographs

THREE ARE SO MANY phonographs on the Market that conscientious dealers find it difficult to choose the make they can best depend upon to bring them steady profits and the lasting good will of their customers.

It is with existing conditions in mind that "LAUZON" phonographs are manufactured. They afford a secure foundation for the building of a big profitable business.

"LAUZON" motors and mechanical equipment are of the very highest class—the most expensive made.

"LAUZON" cabinets are in themselves works of art. The Period styles harmonize perfectly with the better types of period furniture.

9 Models—\$90 to \$400

The Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

National City Bank Building Factory, Monroe Ave. and Sixth St.

Grand Rapids, Michigan

The WALTZ SUPREME

R
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C
E

Lyric and Music
By
LEE DAVID

The WALTZ SUPREME

A Song That Overwhelms

WOND'R ING

By LEE DAVID

A ONE-STEP
INTERMEZZO
of FIRE and
MELODY

This is true, or it isn't?

- ¶ All the advertising in the world won't sell a poor record or roll.
- ¶ But it is possible on your own offer of sale (based on confidence) to bring repeat calls—if the number is there.
- ¶ This is a high class house—that is, we exploit popular high class numbers exclusively.
- ¶ No publishing house is waging a stronger professional and personal campaign or reinforcing it with better publicity and advertising.
- ¶ This is very evident now. The interest in sheet music, records, player rolls, is indicative of big business.
- ¶ In the last analysis numbers must sell on merit. They will.
- ¶ Keep in mind. "Romance"—song-waltz, "Tents of Arabs"—song, one-step and intermezzo, and "Wond'ring," a fox-trot ballad that is unmistakably attracting premier recognition. The whole catalog is.
- ¶ Know your stuff first. You know your customers. You know what to do.
- ¶ Tell your record people. Tell your roll people.

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Lyric and Music
By
LEE DAVID

B. D. NICE & CO., Inc.
Music Publishers
1544 Broadway New York City
45th and 46th Streets

A ONE-STEP
INTERMEZZO
of FIRE and
MELODY

Gleanings From the World of Music

BIG IMPROVEMENT IN TASTE OF AVERAGE MUSIC BUYER

This Is Noticeable Not Only in the Demand for Sheet Music, but Also Records of High Quality
—An Interesting Disquisition on This Tendency Which is Now So Observable

Musical critics everywhere seem to be of the opinion that there is a big improvement in the taste of the average music buyer. This is accounted for generally by the greater interest in community sings, concerts and the programs of the leading orchestras in the larger motion picture houses of the country, which without doubt are offering programs of high standard works.

This has been followed by a noticeable improvement in the average popular song and with the recent reduction of the Victor Red Seal records a further liking for music of the better sort will result. The question has been asked in some quarters will this condition affect the sale of songs of the moment, songs that are justly termed popular numbers; we think not and for several reasons.

Popular numbers are of a rhythm that generally lends itself most readily to dance arrangement and that fact often gives them instant popularity. It is that rhythmic attraction that seems to catch the ear and tickle the musical palate.

Musical numbers which meet the favor of the average musical critic will hardly lend themselves to a one-step or fox-trot, certainly not to the jazz or the "shimmie." Songs of the better class, if they can be arranged for dance, more often than not lend themselves to waltz arrangements.

Therefore as long as the one-step and fox-trot have such great popularity, not to speak of jazz, and other work of that sort, we must have popular songs carrying the proper rhythms. The dance craze is still with us, never was it at a greater height, and you may be sure that the writers of the lyrics and melodies are not going to let it die, if keeping the publisher and the orchestra supplied with that sort of dance music will keep them alive. While the popular publishers are making great efforts, some of them with unusual success, to get out of the field of 10c music, it does not by any means follow that they intend to discontinue publishing popular songs.

There has been talk in the past of eliminating the 10-cent music. The reason for this talk to a great extent has been the increased cost, not only of printing, but everything that goes into the publishing of music. The coming fall season finds practically all the popular publishing houses issuing works which are retailed at from 30 to 35 cents. This move was forced—this move was a necessity. The publishers themselves would most willingly publish standard numbers having large sales in preference to the

more popular numbers, but these publications hardly ever have really large sales, and if so only after campaigns carried over a period of years. There is nothing spontaneous about the sale of standard works.

On the other hand popular numbers are often instantaneous successes, their popularity being carried across the country in a few short weeks. The time to popularize such numbers in the various cities has been greatly lessened during the last few years, for all larger publishing houses have branches in all the big centres of the country, and these branches have representatives who cover all adjacent territory.

With the elimination of the 10-cent music, and it would appear that it is only a matter of time until it is eliminated, the price of all sheet music and piano copies will be 30 or 40 cents retail, for after all most of this music is marked 60 cents and in some localities dealers are enabled to get that much, owing to the location of their shop. All this, then, brings the price of music to a standard where it is profitable for practically everybody in the music business to handle it. Dealers who sell such copies at the marked price are getting very close to the retail price of the more popular records. Of course it never was intended by the publisher that such number should be retailed at 60 cents as it has long been the custom in that field to give one-third off to music teachers and public alike.

That it should pay the average dealer who feels the necessity of carrying an addition to his line to stock up in the fast-selling popular numbers there can be no question. These numbers have a ready sale and there is a quick turnover. That sheet music does not hurt record sales nor records injure the sale of sheet music has been amply demonstrated to everyone who cares to make a close analysis of the situation. Therefore carrying a line of sheet music should be looked upon with favor by the talking machine dealer who wishes to add to his profits.

Taking everything into consideration, the probabilities are that popularizing the price of the higher priced records and adding to the monthly releases of such works will probably add to the demand for such numbers and a general elevation of musical taste, but to say that this move will decrease the sale of popular songs and dance records would be far from the real facts.

The move only means that, as far as sales are concerned from the dealers' standpoint, they are certain to get a quicker turnover from the sale of such numbers; that they will sell with less salesmanship ability. And while in time

their sales may closely approximate those that are termed real popular numbers, they will hardly curtail the sales of such works. As a rule, during the past two years the talking ma-

(Continued on page 152)

TWO MORE SAM FOX HITS on the COLUMBIA



COLUMBIA RECORD
No. A2763

Released October List

"My Cairo Love" Fox Trot Columbia Record No. A2764

Released

October Mid-Month List

Played by

Waldorf Astoria Dance Orchestra

Special Advertising Matter Featuring
Each Record, Distributed
by the Publisher.

SAM FOX PUB. CO.
Cleveland, Ohio, U. S. A.

CHAPPELL'S ARE the PUBLISHERS

ON MIAMI SHORE
Waltz

Music by
Victor Jacoby

Lyrics by
William Le Baron

\$250,000 PROMOTION and ADVERTISING CAMPAIGN on MUSIC—RECORDS—ROLLS

To All Dealers

LAST MONTH, in this Magazine, we told you of our big advertising campaign on Music, Records and Rolls.

Full Page Advertisements in 15
of America's Leading Magazines

Ladies' Home Journal
Delineator
Good Housekeeping
McCall's
Pictorial Review

American Magazine
McClure's
Red Book
Everybody's
Cosmopolitan

Woman's Home Companion
Hearst's
Vogue
Metropolitan
Theatre Magazine

 On the opposite page we reproduce another of the full page advertisements to appear in next month's magazines.



This gives each and every dealer the opportunity of displaying these titles prominently and thereby taking full advantage of the extra demand created for these titles by this extensive advertising.

We Are Boosting Your Game—Boost Ours !

LEO. FEIST, INC., FEIST BUILDING, NEW YORK

"You can't go wrong with any FEIST SONG"

Get
a
Record
for your Phonograph



Get
a
Roll
for your Player Piano



Whenever—
wherever Music is played
Ask to hear
these Feist
Songs

Star Song Hits Everybody's Singing

"The Vamp"

by Byron Gay

© Leo Feist, Inc.



"My Baby's Arms"

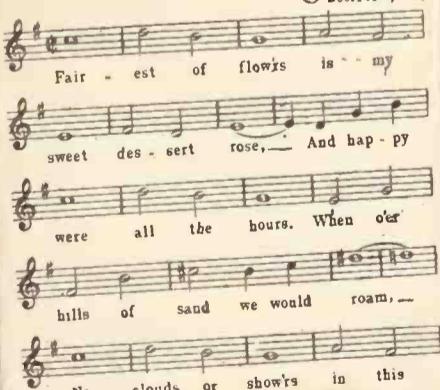
by Harry Tierney & Joseph McCarthy
Staged by Ned Wayburn



"Sand Dunes"

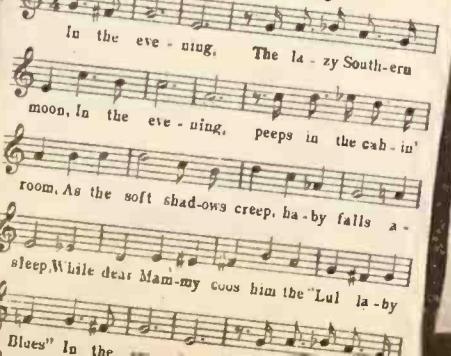
by Byron Gay

© Leo Feist, Inc.



"Lullaby Blues"

by Al M. Kendall, J. Russell Robinson
and Theodore Morse



THEY have made good, these star songs—they are THE melodies of the season. With her lips America sings them—with her feet she dances them—loves them with her heart. Her orchestras, jazz bands, theatres, talking machines and player-pianos—all delight in their cheering charm. They are sung from coast to coast, the songs of the hour whenever, wherever, music is called for.

"The Vamp"

Irresistible! Vamps your heart, your lips, your feet and everything with its tantalizing, fascinating me'dy. It's the star fox-trot of all dance orders, the big number of jazz bands every where. "The Vamp" is the dance-queen of the season. And it is not only a dance hit but a fun hit. There's a chuckle in every line of its funny, zippy words. You'll love it, enjoy it, call for more. Try it—buy it—"The Vamp."

"My Baby's Arms"

The Song and melody hit of Ziegfeld's New York Follies—no wonder "My Baby's Arms" has stretched out and gathered in the entire song world with its pretty charming melody and delightful words. "My Baby's Arms" will soothe you and hug you tight once you know its scintillating charm. Waiting for you at your music dealer's—"My Baby's Arms."

"Lullaby Blues"

Can you imagine a more bewitching waltz than "Lullaby Blues"—with its dreamy southern melody so soothingly good it just makes you want to dance and dance and sing and feel happy. "Lullaby Blues" is as sweet and wholesome as your mother's old lullaby tunes—spiced with some real 1919 dance-pep. Get it today.

"Sand Dunes"

Who said the desert is dry? "Sand Dunes" will saturate all the song-thirst you have. It's a wonderful new song-hit with a luring oriental tune nobody can help loving. It's a wonderful dance-hit with a live fox-trot rhythm nobody can help craving. Jazzers—singers—EVERYBODY—all agree—"It's a HIT!" Try it on your piano—buy it at your dealer.

You'll love these other beautiful Feist Songs:

- | | |
|---------------------------------------|------------------------------|
| "Thank God You're Here, Mother Mine" | "The Radiance in Your Eyes" |
| "There's a Girl in Chateau Thierry" | "The Land of Lullaby" |
| "Dreaming of a Sweet To-morrow" | "Keep All Your Love for Me" |
| "Sweet Love Dreams" | "Your Heart Is Calling Mine" |
| "One Loving Caress" | "Down Limerick Way" |
| "When I Am In Siam" | "Star of the East" |
| "Persian Moon" | "Love, Here Is My Heart" |
| "Bluin' the Blues" | "Give Me All of You" |
| "Make Him Forget He's Ever Been Away" | "Sing Me Love's Lullaby" |
| "Golden Gate" | "Expectation" |
| "Erin" | "In Siam" |

Instrumental Numbers

- | | | |
|-------------------------------|----------------------|-------------------------|
| "Aloma" | "Syria" | "Bells of Bagdad" |
| "Merci Beaucoup" | "Klondyke Blues" | "Laughing Blues" |
| "Church Street Sobbin' Blues" | "Orange Blossom Rag" | "Fidgety Feet" |
| "Lazy Daddy" | "Sensation" | "At the Jazz Band Ball" |
| "Star of the Sea" | | |
| "Djer-Kiss" | | |

On sale wherever music is sold, or we will supply you direct at 40c a copy, postpaid
Band or Orchestra, 25c each.

Ask Your Dealer for a copy of "Feist's Melody Ballads"—a little booklet that will give you the words and music of the choruses of many of the beautiful song-hits listed above. Be sure you get this booklet, so you can try these songs on your piano just as you can try the four hits illustrated on this page—and see for yourself why they are wonderful songs. If not at your dealer's, send us his name with a 2c stamp and we will supply you direct.

"When You
Look in the
Heart of
a Rose"

"By the
Campfire"

"Sing Me
Love's
Lullaby"

"Give Me
All of
You"

You can't go
wrong with
any 'Feist'
Song

L.F.

BUYERS DEMAND BETTER MUSIC

(Continued from page 149)

chine dealers have not been able to get as many of the most popular records as they could have sold. This condition is being improved upon from month to month, and of course there will be in time to come a period when the dealer will be able to get all of any certain number in any one month that he can sell. He should watch closely then the big advertising campaigns of the sheet music publishers. These are today some of the best planned and most extensive campaigns inaugurated by any industry. The larger publishing houses today, as already

has been stated, in this article, are directly represented everywhere, and they cover every channel of publicity. In their home offices their band and orchestra departments see that every orchestra leader in the country has the latest dance music. Here too, through the professional departments, songs are placed in the hands of the leading vaudeville and concert stars. Their branch offices also assist in this work and in addition their representatives in various cities place their numbers in the hands of the local professional people and see that even the smallest motion picture house that has an orchestra, photo player or pipe organ has an opportunity to play their leading numbers.

Men Who Make Popular Songs

No. 6—J. S. Zamecnik

Although the whole musical world knows the name of J. S. Zamecnik and thousands of music lovers have played and sung his high-class compositions, while still other thousands have sung and danced to his popular melodies, few but his closest friends know anything of his personal life or biography.

Mr. Zamecnik was born in Cleveland in 1872. His musical education was commenced in this



J. S. Zamecnik

country and completed abroad, where he studied at the famous Prague Conservatory as the student of Anton Dvorak and was a classmate of Kubelik. Violin was his favorite instrument, although he is an excellent pianist. He was later a violinist in the Pittsburgh Symphony Orchestra under Victor Herbert, and in 1907 was appointed composer-director of the Cleveland Hippodrome, where he collaborated with William J. Wilson and R. H. Burnside in the production of spectacular shows and comic operas.

Zamecnik has always shown a most wonderful talent for composing and arranging and since affiliating himself with the Sam Fox Publishing Co. several years ago he has had full opportunity to make the most of his very unusual ability in that direction.

A score of hits have carried his name to fame

in the past few years and another score of successful compositions have appeared under various nom de plumes. Less than a decade ago one of the most sensational hits and successes ever published was Zamecnik's work, although it made a nom de plume famous. Today the world is singing a well-known ballad success that he produced under an imaginative name, which has since become a byword.

Under his own name a long string of big sellers and hits in both the semi-classic and the popular line have been produced. Among these now to be seen on the music counters of any music store are "Kisses," "My Paradise," "Jealous Moon," "My Cairo Love," "Most Anything," "All America," "Spirit of America," "Fox Trail," and others.

Zamecnik's newest and what promises to be his greatest hit is "Love Me," a new song written in collaboration with Harry D. Kerr.

Many will remember Zamecnik as the winner of the \$2,000 prize awarded him in 1915 by the Boosters Club of Southern California for the composition of a California State Song, which prize was won in competition with over nine hundred other contestants. This incident brought him into national prominence.

REAL CO-OPERATIVE ADVERTISING

Leo Feist, Inc., who has led the way in music advertising on more than one occasion, has just inaugurated a new campaign along unique and progressive lines, featuring particularly the Feist songs on talking machine records and player-piano rolls. The new form of advertising will appear first in a full page in the magazine "Life," and is devoted entirely to talking machine and player-piano music. The records listed are Victor, Columbia, Edison, Pathé, Emerson, Aeolian-Vocalion, Paramount and Gennett, together with eleven different makes of music rolls. For the convenience of those who desire to purchase Feist songs of the different makes of records the numbers as well as the titles are given. This new advertising policy would appear to mark the final step in the co-operation between music publishers and those who feature music in record or roll form. Throughout the advertisement there is no mention made of the various selections in sheet music form.

Everyone SINGS | **FIFER SONGS** | Everyone SELLS

WONDERLOVE

Waltz—Serenade

"I've Got A Little Home in the Country"—Double Song. Fox Trot.

"When You're Lonely, So Lonely, Just Drifting"—Beautiful Duet. Syncopated ballad.

"Clovertime"—A tingling tune.

"There's a Time and Place For Everything"—Sung by Billy Beard in Field's Minstrels.

"The Only Sweetheart I Ever Had"—The ballad hit of Field's Minstrels.

"I'm a Dancing Fool"—By Al Bernard, "The Boy From Dixie," and J. Russel Robinson.

"The Busted Blues"—A funny "no money" blues.

"Just for a Place in Your Heart"—Waltz.

"Sailing Down Manila Bay"—Oriental Fox-trot.

You'll be delighted with these songs in the sheet, on record or player roll. Order today.

C. ARTHUR FIFER
MUSIC CO., Inc.

Quincy, Ill.,
U. S. A.

ENTERTAINS COLUMBIA EXECUTIVES

Louis Bernstein Acts as Host at Dinner Given Recently at the Hotel Biltmore, New York

A number of the executives of the Columbia Graphophone Co., New York, were the guests of Louis Bernstein, of the well-known music publishing firm of Shapiro, Bernstein & Co. at a dinner given recently at the Hotel Biltmore. This dinner constituted an informal reception to Art. Hickman's Orchestra, which has been filling a two week's engagement at the Biltmore. This orchestra, which furnishes the music and entertainment for the guests of the St. Francis Hotel in San Francisco, visited New York for the sole purpose of making a series of records for the Columbia Graphophone Co. Art. Hickman's Orchestra is recognized as one of the greatest exponents of modern dance music, and the announcement by the Columbia Co. that the orchestra will record for the Columbia library exclusively has been the subject of enthusiastic commendation.

Among the Columbia executives who attended this dinner were Francis S. Whitten, president of the Columbia Co.; H. L. Willson, vice-president and general manager; E. N. Burns, vice-president; Geo. W. Hopkins, general sales manager; G. C. Jell, Theodore Bauer, A. E. Donovan and A. R. Harris.

THIS LITTLE "JIGGER" MEANS BIG PROFITS



WE BOOST YOUR SALES—
IT'S ON OUR MUSIC AND IN OUR "ADS"
BY PRINTING IT ON OUR MUSIC AND "ADS"

← "KENTUCKY DREAM"
← "YOU DIDN'T WANT ME WHEN YOU HAD ME"
(SO WHY DO YOU WANT ME NOW?)
← "BLUES (MY NAUGHTY SWEETIE)
GIVES TO ME" BLUES

Are Hits On All Leading Rolls and Records

JOS. W. STERN & CO.,

102-104 WEST 38th STREET
NEW YORK CITY

12,000,000 PEOPLE WILL READ THIS AD.

STOCK UP—DRESS YOUR WINDOWS
DISPLAY THE GOODS—CO-OPERATE

Sing Stasny Songs



SING STASNY SONGS whenever you want to make a hit, because they make a hit with everyone, wherever they are sung. There's always something so simple and touching about the words and so fresh and catchy about the music that they appeal to everybody.

Stasny Songs are inspired with real human sympathy. That is why people like to hear them. That is why people like to sing them. They like to see them on the piano. Be sure that your piano has all the latest Stasny Music on it. That's the best way to make it the gathering-place of your friends and the most popular place in your neighborhood.

Other Stasny Hits

- "Tears Tell"
- "Can You Imagine?"
- "Evening"
- "Beautiful Dixieland"
- "Rose Dreams" (Voc. or Inst.)
- "Jazzin' the Blues Away"
- "Somebody Misses Somebody's Kisses"
- "Just You"
- "I'm Not Jealous"
- "Bangalore"
- "It's Never Too Late to Be Sorry"
- "Sweetheart Land"



Get them from
your dealer for
your TALKING
MACHINE

On Sale at any Music or Department Store and any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant, or Kraft Store. If your dealer is out of these Stasny Song Hits, we will send them to you for 15c a copy, seven for \$1, postpaid; orchestra 25c each.

A.J. Stasny Music Co.

56 West 45th Street, New York

The Above Full-Page Advertisement will appear in The Saturday Evening Post, Sept. 20th. Also in the Cosmopolitan, Photoplay and Motion Picture

Lullaby Land

Words by FRANK DAVIS Solo or Duett

Music by MAX PRIVAL

CHORUS (Tenderly)
When the night time came a stealing, In the long long
go, — Mother's arms would caress me, While she
sang sweet and low — "Rock a bye, rock-a-bye, myan-gel
child That melody was so grand, Ba by
days were full of sunshine Back in Lull-a-by land land

Copyright by A.J. Stasny Music Co.

Lullaby Land

WORDS BY FRANK DAVIS
MUSIC BY M. PRIVAL

MY GAL



My Gal (She Has Some Wonderful Ways)

Words and Music by EA G NELSON and BUD COOPER

Moderato
My Gal — is just as nice as can be She's got that
come and get me smile And a million-dollar style She's funny here and now She's

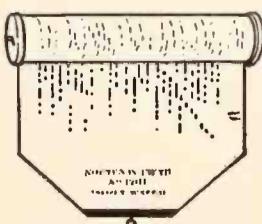
Copyright by A.J. Stasny Music Co.

"My Gal"

Every chap who has a girl — and every fellow who wishes he had one — will want to sing "My Gal." It goes well in public — or when there are just two.

"Lullaby Land"

The lovely sentiment in "Lullaby Land" will take you right back to the cuddly days when you still believed in enchanted castles and languishing princesses and seven-leaved boots. It will bring a catch to your throat to sing it — but you'll love to, just the same.



In China

Lyric by J. STASNY Chorus

Music by OTTO NOTZAK

In China — in China — Willow shade In China — in China — Willow shade

Copyright by A.J. Stasny Music Co.

"In China"

"In China" whisks you away in fancy to the perfumed Orient. You think of silk-clad mandarins, of almond eyes and tiny shoes. You'll never forget its haunting Eastern melody.

GIRL OF MINE

REFRAIN

Rose of my moon-light dreams, dear, I'm waiting just for
you. To me this whole world seems dear, A Part a dime for

Copyright by A.J. Stasny Music Co.

"Girl of Mine"

"Girl of Mine" is a ballad that hits everybody just right. It has just the right amount of sentiment, just the right amount of catchiness, just the right swing. Easy to sing, hard to forget. Buy it for your piano today.





Bert Williams is at his best in "Everybody Wants A Key To My Cellar" and "It's Nobody's Business But My Own." You'll find these songs will make business for you. A-2750.

**Columbia Graphophone Co.
NEW YORK**

NEW HEINEMAN PLANT READY SOON

Large Addition to Newark, N. J., Factory to be Occupied Very Shortly—New Building and Equipment of the Most Modern Type

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, in



Otto Heineman
motors, tone arms and sound boxes, and judging from the fast-growing demand for these

The contractors who are erecting the new plant for the Otto Heineman Co. are making record-breaking headway. Ground was broken only a few months ago and the accompanying photograph that was taken last month will give some idea of the wonderful progress that has been made. Otto Heineman, Adolf Heineman and A. F. Meisselbach have devoted a considerable portion of their time to the construction of the new Newark Works, and under their direction the work has progressed steadily and without delay.

The new Newark plant, when completed, will be one of the finest and most up-to-date factories in the talking machine industry. It involves an expenditure of more than \$500,000, and every foot of available floor space will be utilized for the installation of improved machinery that will enhance the efficiency of every department and enable the Meisselbach division of the Otto Heineman Co. to increase its output tremendously, thereby satisfying the insistent demands of manufacturers using Meisselbach motors, tone arms and sound boxes.



Progress of New Heineman Plant in Newark, N. J.

products, the new factory will be none too large to take care of the trade's requirements.

The Bell Hood Semi-permanent Needle

Plays 50 to 100 Records---Eliminates Scratching--- Purifies and Harmonizes the tone.

Over 500 Dealers and Distributors are Agents for the Bell Hood Needle

Why not you?

Write at once.

Retails one package of 3 needles 25 cts.
Dealer's Price, \$15.00 for 100 pkgs. Jobber's Special Prices.

**NEW ENGLAND MUSICAL INSTRUMENT TRADING CO.
127 EAST 23rd ST. NEW YORK**

Jobbers of complete line of Musical Instruments.

Pat. Sept. 24, 1912

Phonograph Repair Parts

Motors, Tone-Arms, Sound- Boxes, and Accessories

Main Springs

No. 1— $\frac{5}{8}$ x8x.022	Each	\$0.30
No. 2— $\frac{5}{8}$ x11x.020	"	.30
No. 11— $\frac{7}{8}$ x11x.023	"	.39
No. 12— $\frac{7}{8}$ x9x.023	"	.35
No. 7— $\frac{7}{8}$ x10x.025, H. No. 2, 6, Mark, Sw.	"	.29
No. 14— $\frac{7}{8}$ square hole	"	.41
No. 17—1x18x.026, Sonora, Meisselbach, Thomas.	"	.65
No. 20—1x11x.027, Sonora, Meisselbach, Thomas.	"	.60
No. 26—1—3/16x18x.027, Heineman No. 44.	"	.75
No. 41—2x16x.025, Edison, Meisselbach	"	1.75
No. 3— $\frac{5}{8}$ x11x.020, Edison, Gem	"	.30
No. 30—1 $\frac{1}{2}$ " Edison, Std.	"	.53
No. 34—1 $\frac{1}{2}$ " Edison, Home	"	.65
No. 25—1—1/16x21x.030, Edison	"	1.15
No. 35—1 $\frac{1}{2}$ " Edison-100	"	1.55
No. 36—1—9/16x16x.024, Edison	"	1.45
No. 6— $\frac{5}{8}$ x8x.022, Col. No. 5, Tr. Fl. Melo.	"	.27
No. 23—1 $\frac{1}{2}$ x8, Col. Harm.	"	.43
No. 19—1x10x.025, with loop or hole.	"	.39
No. 18—1x11x.025, Col. H. No. 3. 7.	"	.53
No. 24—1x11x.025, Hook Ends	"	.53
No. 16—1x11x.022—Victor	"	.48
No. 21—1" Victor, N. S. with clip, short	"	.58
No. 22—1" Victor, N. S. with clip, long	"	.63
No. 31—1 $\frac{1}{2}$ " Victor, Marine Ends	"	.65
No. 32—1 $\frac{1}{2}$ " Victor, New Style with clip, short	"	.60
No. 33—1 $\frac{1}{2}$ " Victor, New Style with clip, long	"	.65

Governor Springs

For Victor, 1 $\frac{1}{2}$ c each; per 100.....	\$1.00
For Victor—Bend Ends, 1 $\frac{1}{2}$ c each; per 100.....	1.25
For Col., 1 $\frac{1}{2}$ c each; per 100.....	1.00
For Hein., Mels., Thom., etc., 1 $\frac{1}{2}$ c each; per 100.....	1.00
Governor Screws, Col., 1c each; per 100.....	.75
Governor Screws, Victor, 1c each; per 100.....	.75

Sound Boxes

Sound Box, Victor.....	Each	\$3.75
Needle Arm Exh.	"	.49
Diaphragm Mica Exh.	"	.13
Diaphragm Mica No. 2 Sound Box.	"	.18
Rubber Backs Exh.	"	.39
Thumb—Needle Screw, Vic. or Col., 1 $\frac{1}{2}$ c each; Per 100	1.00	
Sound Box, Columbia.....	Each	2.75
Needle Arm for Columbia.....	"	.41
Diaphragm Mica for Columbia.....	"	.23
Diaphragm Mica for Columbia, 1 $\frac{1}{2}$ "	"	.13
Sound Box, Sonora.....	Each	1.75
Needle Arm for Sonora.....	"	.35
Diaphragm Mica, 1—31/32.....	"	.18
Diaphragm Comp., 1—31/32.....	"	.05

Tone Arms

Baby T. A. & S. B.....	Each	\$0.85
No. 1—T. A. & S. B., Universal.....	"	1.90
No. 3—T. A. & S. B., Goose Neck and Universal.....	"	3.75
No. 5—T. A. & S. B., Universal.....	"	2.75
No. 6—T. A. & S. B., Goose Neck and Universal.....	"	4.50

Motors

Single $\frac{5}{8}$ Spr. 10" T.T. Top Reg.....	Each	\$2.25
Single Cast Iron Frame, 10" T.T.....	"	3.50
Double Spr. 12" T.T. Dial Reg.....	"	5.25
Double Spr. Sw. Nickel Plated, 12" T.T.....	"	6.25

Attachments, Felts, Sapph. Points, Etc.

Attachment to play Edison or Pathé Rec. on Vic. Each	.25
Attachment to play Edison or Pathé Rec. on Col. "	.25
Attachment, Permanent for Victor.....	1.15
Attachment to play Vic. or Col. Rec. on Edison.....	1.75
10" T.T. Felts.....	.10
12" T.T. Felts.....	.15
Sapphire Points for Pathé Records.....	.27
Sapphire Points for Edison Records.....	.27
Diamond Points for Edison Records.....	2.25
Needle Cups for 1 $\frac{1}{2}$ " hole.....	.03
Needle Cups with cover for 1 $\frac{1}{2}$ " hole.....	.04
Automatic Lld. Support.....	.45
Automatic Stop60

Records

Columbia 10" Records, 100 selections to pick from.....	37 $\frac{1}{2}$ c each; Per 100	\$35.00
Imperial and Rex Sapphire 10" Records, 200 selections to pick from.....	25c each; Per 100	22.00

Terms: Net Cash, F.O.B. N. Y.

Catalogue on request

We also specialize in high grade repair work.

Manhattan Phonograph Co.
75 East Fourth St. New York, N. Y.

"Standard's" Suggestion**No. 1**

For Dealers Who Are
Striving to Give Victor
Goods Best Representation.



Let Victor Artists Work For You

They will

create big general advertising for your store
re-emphasize the pre-eminence of the music you sell
make your store a real musical force in the town
increase interest in the better records.

In local VICTOR CONCERTS they will do all of this and more for you. The time has arrived when every dealer should cash in on the great prestige and profit in Victor Concerts. Urge your local manager to handle *Victor* artists—offer to sell a portion of the house for him, or if you prefer handle the concerts yourself. You will find the results will exceed all your expectation, and—*without a penny of cost to you*.

How to "Tie Up" to Victor Concerts

Advertise Concerts by
Famous Victor Artists
In the Newspapers
In your Windows
On Posters and Cards

In Schools—in Music Clubs
Through your Mailing List
Distribute Circulars door to door
Sell Tickets in your store
Feature Artist's Records

Connect up in every way possible:

The Artist—Victor—Your Store

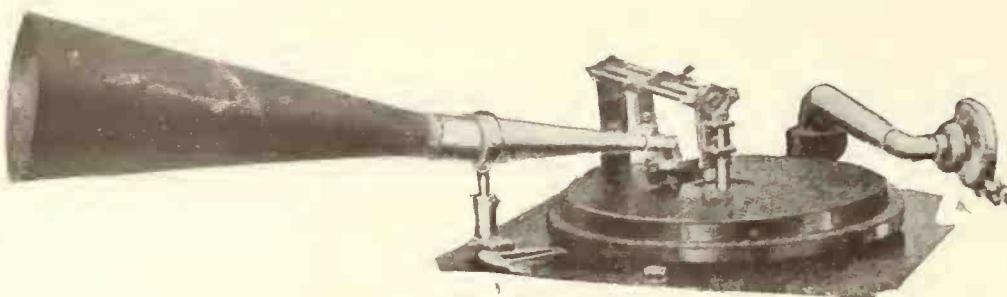
"Standard" finds it worth while to lend every assistance to Victor Concerts. Our dealers find them very profitable. Many are scheduled for the near future. Begin now your effort to secure at least one Victor Recital in 1920. Ask us for list of available artists with their booking agencies or for other Victor Concert information.

STANDARD TALKING MACHINE CO.

JOSEPH C. ROUSH, President

PITTSBURGH





Acme

RECORDOPHONE

A Home Recording Machine

Trade Announcement

Since the introduction of the **ACME PRODUCTS, ACME MOTORS, ACME TONE ARMS, ACME REPRODUCERS,** the demand for the same has grown so rapidly that our manufacturing facilities at once became inadequate to cope with the requirements of our trade. We had to find new manufacturing capacity and had to find it at once. So we decided to buy the entire plant and manufacturing facilities of the **Audion Phonograph Co.** in **Boonton, N. J.**, one of the most up to date and most efficient phonograph parts plants in this country. We shall continue to manufacture the well-known **Audion** products along with our own and will also manufacture the **ACME RECORDOPHONE**, that ingenious little home recording machine that can be attached to absolutely any phonograph, permitting the owner to make his own records right in his home. The **ACME RECORDOPHONE** is **NOW READY FOR IMMEDIATE DELIVERY.**

Look for the name **ACME** for anything that goes into a phonograph and
—Watch us Grow.

Acme Phonograph Corporation

NEW YORK
46 Murray Street
Telephone
Barclay 7633

CHICAGO, ILL.
431 S. Dearborn Street
Telephone
Harrison 8021

Dealers

The Acme Recordophone is now ready for immediate delivery in any quantity. It is the greatest novelty the Phonograph trade has experienced the last 10 years. It will be a prodigious money maker for you. It will be sold as an attachment to go on any phonograph and also with a complete cabinet. Our plans for marketing this wonderful little device include a strong advertising cooperation on our part. Wire For Your Territories Now.

TALKING MACHINE WORLD SERVICE

A department devoted to promoting retail sales — conducted by Robert Gordon.

ARE you a "poor closer?"

When you get to a certain point in the sale do you habitually call for help?

Do you sell a cheap machine, when a little more vertebra in your selling talk would have sold a high-priced one?

When Mrs. Smithers comes in and asks for a certain record, do you let her get away with that lone one, or do you use some genuine mental "elbow grease," and therewith sell her records she didn't intend to buy?

Do you constantly sign up contracts on poor terms, instead of good terms or cash in full?

If you can answer "not guilty" to these charges then I take off my hat to you. Your boss is lucky.

Many a salesman is "getting by" at present in the talking machine business merely because stock is so short in proportion to demand that a child can sell. Yet that is just the reason why you should make the utmost out of every customer you get. Here you have an ideal chance to improve your ability as a "closer," to try out new methods and experiments, at a time when selling is easy and you run slight risk of losing any business, since machines are so scarce.

Then when the holiday time comes along and machines come through in plentiful quantities, as they surely will, you'll be 100 per cent. ready.

Closing the sale is the kernel of the whole blessed pecan. And weak closing is not always due to weak knees. Most of the trouble, like most of all the world's troubles, comes from ignorance.

If you're a poor closer it's because you don't know how.

Then your proper move is to learn how—to go and find out—to consult the Delphic Oracle, just as the ancient Greeks did when they wanted to get the tip on anything from choosing a wife to starting a war.

In those days the infallible oracle was a deep and dark cave, where rushing, soughing winds did the "answering."

In these days the infallible oracle is entitled The Experience of Others.

If you are wise enough to know that you don't know it all—

If you have sufficient humility to be able to learn—

Then the way to do it is to consult the Experience of Others, for by that method you can learn 1,000 things while you are learning one through personal experience.

And there are a thousand little details and tricks about closing sales that are worth knowing—yet there is one cardinal principle about closing that is worth more than all the tricks in the bag.

This is known as the Method of Dilemma.

LET us suppose you have brought your customer, Mrs. Smithers, to the point where you are ready to close the sale. You began by asking questions to guide you in your demonstration; then you demonstrated the instrument to her and also made her handle it herself. You have satisfied her as to the quality of your machine.

Next in order comes the familiar closing talk, such as "ready for immediate delivery," "last one in stock," "send it home in time for use this evening"—and lastly, the terms.

It is in this question of terms that your selling ability, or lack of it, shows up. And here is where you can use the Method of Dilemma to advantage.

The Method of Dilemma is to present your proposition in such a way that the customer in saying "Yes" also says "Yes" to a second proposition, to which she is flattered to assent—and also to put it in such a way that she can't say "No" without at the same time admitting an awkward circumstance she is unwilling to admit.

That is, you make it doubly easy for her to say "Yes" and twice as hard for her to say "No."

For example, suppose you know Mrs. Smithers can pay cash in full for her machine, and you want to get around the "Easy

Term" question which has probably been planted in her mind by the advertising of this type.

Most women like Mrs. Smithers have considerable pride in their social and financial standing. Few of them will admit to you that they cannot pay cash in full if they want to do so. Therefore if you convey the impression by your manner and in your argument that you consider Mrs. Smithers a person of much importance and standing, that she wouldn't think of wanting "easy terms," you then put her in a dilemma so that she either has to buy on the cash basis or tacitly admit to you that she falls short of the social and financial position you have assigned to her.

THE most effective way to assign Mrs. Smithers the role you want her to play is to take it for granted. There is nothing so difficult for a woman to do (or a man either) as to escape from acting a part which has been skilfully and confidently assigned. You can pave the way for this beforehand by your attitude and remarks during the demonstration.

Then if you make some such remark as "Of course you, Mrs. Smithers, will not want to bother with the instalment plan," she is very apt to assent rather than make the awkward admission that she falls short of your estimate.

The Method of Dilemma is just as useful in getting a large first payment. By skilful use of this principle of argument you can put the customer in a position where she must either assent to your proposition of good terms or else assent to the other awkward "horn" of the dilemma.

If you are trying to sell a period model you can prevent your customer from dropping to a lower priced model in the same way. Tactfully, and more by your manner than your words, you give the impression that nothing less than a period model is to be expected from a person of such importance.

This sounds almost absurd when reduced to black and white, but experience has proved it to be immensely effective with a large class of customers.

WHEN you are selling machines don't play records all the way through.

The most successful salesmen never do it. They find that playing the entire record takes attention away from the machine and puts the customer's mind on the record instead.

Playing the record through also breaks the thread of your selling talk.

A better way is to play only a part of each record and use it to bring out a point in favor of your instrument.

Choose six or eight records for demonstration purposes and use them for all customers. These should be kept together by themselves so you can get them immediately at any time, instead of collecting them one by one out of the file, while your customer waits.

You will get to know these records so thoroughly that you can use them to the best advantage. The order in which you play them will depend on the type of customer you are handling, but usually a violin record is best to start with.

After it has been heard part way and you have made your point, take it off and slip on a vocal record. Start it playing at a spot where some high notes are sung, and make a remark to your customer: "Now just notice how beautifully this instrument reproduces the high notes."

As soon as you have played the part you want take it off and put on another record, perhaps a loud dance number, to show that your instrument gives plenty of volume when needed for dancing. Your other records should be used in the same way—to bring out some point about your instrument.

By this method you keep the attention on your machine all the time. Moreover, you'll make your sale in twenty minutes where it used to take forty.

This Profit is Extra--and Easy!

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917

Talking Machine CABINET



When you handle the Converto you are not displacing one article with another; you are simply adding one to another so as to *double* your profit on the sale of the other!

You will be surprised to find how easy it is to sell a Converto along with a small Victrola, at one selling cost; and how easy it is to sell it to *present owners* of the portable Victrolas—and thereby revive their interest in records.

Ask your distributor for the facts—they surely will interest you.

**THE C. J. LUNDSTROM MFG. CO.
LITTLE FALLS, N. Y.**

Lundstrom "Converto" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

Converto Distributors

Atlanta, Ga. Phillips & Crew Piano Co.
Baltimore, Md. Cohen & Hughes
E. F. Droop & Sons Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. The Eastern Talking Machine
Co.
Oliver Ditson Co.
Buffalo, N. Y. W. D. & C. N. Andrews
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Bros.
Chicago, Ill. Lyon & Healy
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O. The Perry B. Whitsit Co.
Dallas, Tex. Sanger Bros.

Denver, Colo. The Knight-Campbell Music Co.
Des Moines, Ia. Mickel Bros.
Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Houston, Tex. The Talking Machine Co. of
Texas.
Kansas City, Mo. J. W. Jenkins' Sons Music Co.
Schmelzer Arms Co.
Memphis, Tenn. O. K. Houck Piano Co.
Milwaukee, Wis. Badger Talking Machine Co.
Mobile, Ala. Reynolds Music House
Newark, N. J. Collings & Price Co.
New York, N. Y. Emanuel Blout
C. Bruno & Son, Inc.
The Cabinet & Accessories Co.,
Inc.
Knickerbocker Talking Ma-
chine Co.

Omaha, Neb. Mickel Bros. Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The George D. Ornstein Co.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa. W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me. Cressey & Allen, Inc.
Providence, R. I. J. Samuels & Bro., Inc.
Richmond, Va. The Corley Co., Inc.
W. D. Moses & Co.
Sioux Falls, S. D. Talking Machine Exchange
St. Paul, Minn. W. J. Dyer & Bro.
Syracuse, N. Y. W. D. Andrews Co.
Toledo, O. The Toledo Talking Machine
Co.
Washington, D. C. Cohen & Hughes
E. F. Droop & Sons Co.

BROWN, McMANUS CO. ORGANIZED

New Organization Appointed Distributor for Regina Phonographs in New York and New Jersey—Will Make Deliveries October 1

G. J. McManus and E. L. Brown, both of them having been recently connected with the sales staff of the Sonora Co., have severed their connections with that firm, and announce that they have formed an organization to be known as Brown, McManus & Co., which will act as distributor for the Regina phonographs, with headquarters in New York. The Regina Co. has given this company New York and



E. L. Brown

New Jersey as territory.

While both members of the new firm are comparatively young, they have had much experience in the talking machine field and their selection of the Regina as the product of their future business success speaks well for their opinion of this instrument.

Brown, McManus & Co. announce they will be in a position to make prompt deliveries of the Regina phonographs, effective October 1. The new firm will have associated with them in an executive capacity Wm. A. Hanft, Jr.



G. J. McManus

TRADE BRISK IN NORTHWEST

Crop Shortage Holds No Fear for Farmers, Who Are Ordering Machines and Records in Larger Quantities Than Ever

MINNEAPOLIS and ST. PAUL, September 5.—The talking machine business in the Northwest continues strong and the expected crop shortage in some lines does not appear to affect the farmers in their desire to purchase musical instruments. In fact, the trade is rapidly expanding and at the present time the jobbers find it impossible to accept all the new dealers who are anxious to take on an agency for this line or that.

The demand for Victrolas in the Northwest is growing so fast, according to George A. Mairs, of W. J. Dyer & Bro., that the Victor Co. heretofore has been unable to keep pace with the growth of their business. "We are away behind on orders," he said, "and are compelled to refuse an average of five applications a day for permission to open Victor accounts. We can't take on a single dealer, no matter how desirable the account may be, because we are unable to even begin to supply old customers."

G. Sommers & Co., distributors of Pathé phonographs and records, are fairly well supplied for the fall trade, says Jay H. Wheeler, manager of the department. He does not believe that the reputed crop shortage will prove serious, as he has opened some very nice accounts in Montana and North Dakota and surrounding territory.

A. E. Allen, one of the roadmen for the Stone Piano Co., whose chief duty is to exploit the virtues of the Aeolian-Vocalion, came to base headquarters during fair week to meet the country customers. A number came in to place substantial orders and many new dealers also signed contracts to sell Vocalions.

The new home of the Columbia Graphophone Co. is now in possession of Manager Sprague and his big staff and is being organized into an effective selling machine.

REGINA CO.'S EXPANSIVE PLANS

Increase Line of Phonographs—Appoint New Distributors—Plan Big Advertising Campaign—New Trade-mark Adopted by Company

The Regina Co., who for over twenty-five years have manufactured musical instruments of all kinds, especially music boxes, and who have for the past two years manufactured the Regina phonograph, have recently added to their line a number of new models.

The firm will be ready to make deliveries of these new models shortly after October 1. They have also appointed distributors for their product, and these include Brown, McManus & Co., of New York, and the Reed Co., of Pittsburgh, as well as several other concerns.

The advertising department of the company is now preparing material to be used in the daily newspapers of the country in the vicinity where they have appointed local dealers. Copy for the same is of a most attractive style, and it has been planned with great care. Display material of all kinds, including artistic hangers, is now being prepared for dealers' use as well as catalogs for mailing purposes. An attractive transparent sign of unique design to be placed conspicuously in dealers' ware-rooms is now being forwarded to the trade.

The Regina Co. have adopted as their trademark a "Robin," who is depicted in song, and this attractive trade-mark is being used in all the literature and other material for advertising purposes which the company issues. Herewith is shown a cut of the firm's trade-mark.

The Platt Music Co., Los Angeles, Cal., has moved its Grafonola department to the basement of the store and this department will in the future be called the "Sunken Grafonola Salon de Luxe."



"All That The Name Implies"

Supertone

"A Super-Quality Machine at Sub-Standard Prices"

Regardless of any assurances offered by your present source of supply, no single phonograph manufacturer will be able to supply your entire requirements for the coming holiday season.

We offer the "Supertone" not only as a means of relief, but also as a product of the highest quality combining attractive value and maximum profit.

Write for catalog and prices

Supertone Talking Machine Company
18 West Twentieth Street



Model No. 4 \$150.00
Solid mahogany, fumed oak and walnut. Cabinet 46½ inches high, 22 inches wide, 23½ inches deep. Twelve-inch turntable, graduated regulator, tone modifier. Universal throw-back tone arm, and sound box. Double-spring, worm-gear motor, plays five 10-inch records in one winding. All parts nickel plated.

New York

IMPORTANT NOTICE TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors ^{Manufactured} By Mermod Freres St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gearred drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

Happenings in Dominion of Canada

R. W. BURGESS HEADS TRADE PROMOTION DEPARTMENT

Advanced to Important New Post With Pathé Frères Phonograph Co. in Toronto—New Matrix Department in Canada Working Out Satisfactorily—Recent Visitors

TORONTO, CAN., September 1.—Robert W. Burgess, who for the past year and a half has been manager of the Montreal office of the Pathé Frères Phonograph Co. of Canada, Ltd., has been transferred to the head office in Toronto and placed in charge of the new trade promotion department. This department will devote its entire energies to assisting Pathé dealers to increase their business. The record which Mr. Burgess has made for himself as a part of the Pathé sales force augurs well for the success of his efforts in helping others boost their sales. Pathé advises that every one is pleased with the showing made to date by Pathé Distributors, Ltd., formed last April to distribute Pathé goods throughout the West. New dealers are coming in every day, and month by month a most gratifying increase in sales is shown. Pathé sales are reported 100 per cent. ahead of last year and every indication points to available stock of Pathéphones and records being sold early in the season.

The new matrix department recently added to the Pathé factory whereby Pathé matrices are now made right in Toronto, instead of being imported from New York and Paris, is working most satisfactorily. The arrears on record or-

ders is being rapidly overcome and the company says it will only be a short time before Pathé record service will be as perfect as the machine service. Frank Oldfield, popular Canadian baritone, recently visited the recording laboratories of the Pathé in New York, and recorded amongst others the following selections: "The Palms," "Nearer, My God, to Thee," "Loch Lomond," "The Bandolero," "Roses," "Mary," "Eileen." These records will shortly be issued and following the success of the first Pathé Oldfield records will prove big sellers.

D. J. McCutcheon, manager of the Heintzman Co.'s branch at Calgary, was a recent visitor to the company's headquarters here. Mr. McCutcheon, who is one of the numerous Ontario men making good in western Canada, also visited his old home while East. Notwithstanding unfavorable crop reports of southern Alberta Mr. McCutcheon is confident of an active fall season in pianos, players and "His Master's Voice" lines, which are featured by this branch. The percentage of cash buyers is one of the features of Western trade noticed by Mr. McCutcheon, in addition to the more receptive mood of the public toward music and musical instruments of all kinds.

TORONTO PLANS TO ATTRACT EXHIBITION VISITORS

Talking Machine Dealers Display Interest in the Show—A. B. Beverly's Successful Trip—New Companies Formed Recently—Studying the British Market for Machines

TORONTO, CAN., September 1.—In connection with the coming annual fair of the Central Canada Exhibition Association, Ottawa, September 6 to 16, the merchants of Ottawa propose to put on sale and offer bargains to induce the thousands of visitors to make their annual trip here—buying as well as pleasure-seeking. Advertisements will run in the rural papers for miles around and the publicity is expected not only to bring trade to Ottawa stores but to add also to the number who will decide upon visiting the fair.

A. B. Beverly, president and proprietor of the National Cabinet Co., Ltd., manufacturers of the Canadian phonograph, has just returned from an extensive motor trip through the United States. Mr. Beverly combined business with pleasure and visited woodworking plants in Buffalo, Rochester, Syracuse, Louisville, New York and Grand Rapids. Mr. Beverly had along with him samples of his own productions, and in comparison considered them so superior to similar grades of United States manufacture that he could do an extensive export business to the United States.

J. D. O'Donnell, wholesale Eastern representative for the Musical Merchandise Sales Co., is making a tour of Quebec and the Maritime Provinces, and reports a very active demand for Brunswick phonographs.

C. R. Stillwell and B. A. Trestrail, who recently formed the Mutual Sales Service, Ltd., and who have been handling the sales of the Liberty phonograph, have just completed the promotion of a new company, called the Talking Book Co., Ltd., with a paid-up capital stock of \$125,000, to manufacture the talking dolls, birds, animals, figures and books originated by the Talking Book Corporation of New York.

The Canadian Co. expects to have its plant in full operation during the next sixty days, and in the meantime has arranged to get a quantity of goods from the parent company to fill the first orders in Canada.

The company held its first meeting at the King Edward Hotel recently and elected the

and Ocean Grove. The trip was made by boat from Toronto to Rochester, then over the main highway, through Syracuse, Utica to Albany, then the Albany night line down the Hudson to New York City. The trip back was made up the west side of the Hudson through Newburgh, Kingston, thence through the Catskills, Stamford and Oneonta. Mrs. Trestrail and his daughter Adah accompanied him. Mr. Trestrail took care of business also when in New York. While there Fred equipped his car with Brunswick tires.

F. E. Osborne, who went to England some months ago to arrange for permanent representation in the British Isles of different Canadian lines in the phonograph trade, returned to Toronto recently. The protracted machinists' strike here made deliveries impossible for many weeks. Mr. Osborne observed that there is an immense market in Great Britain for musical instruments of Canadian manufacture.

The latest enterprise of the H. E. Whimperly Co., Toronto, manufacturers of the Peerless line of phonographs, is the acquisition of a cabinet factory. Mr. Whimperly, head of this firm, like other phonograph manufacturers, has had reason to appreciate the difficulty of procuring a sufficient supply of cabinets. To overcome this and to ensure cabinets when required and of the correct design and quality he recently purchased a local woodworking plant adapted to the production of the class of goods his trade demands.

In addition to the main Yonge street, Toronto, store, the Fauver Music Co., Ltd., has just opened two city branch phonograph stores, one on Broadway avenue just a few doors south of Gerrard street, and the other at St. Clair avenue and Harvie street. Three other branches are under consideration, and definite word of these other locations will be announced later. L. C. Fauver, who has had a wide experience in both the wholesale and retail phonograph field, informed The World correspondent that he would feature Columbia Grafonolas and records in all his stores.

The Cecilian Concertphone line of five designs has just had an important addition to it, the latest style being the "Minuet." The Minuet is forty inches high, seventeen and one-half inches wide, and nineteen inches deep, finished in either mahogany or fumed oak and equipped with double spring motor, tone modifier, Cecilian electric automatic stop, all wood tone chamber and shelves for records. The Minuet is to retail at \$100.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., with headquarters at New York, paid the Canadian general manager, James P. Bradt, a flying visit.

"You seldom come to Toronto," observed your correspondent to Mr. Hopkins, who rarely visits Canada.

"Well, you see," he replied, "I only need to go where there is trouble, and as there never is trouble in the Canadian division I really have to make my rare visits to Toronto purely in the nature of a friendly call on Mr. Bradt."

(Continued on page 162)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

**THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY**

TRADE HAPPENINGS IN CANADA—(Continued from page 161)

who has the business here in such splendid shape.

"Music business in general, and the phonograph business in particular, has five good years ahead of it," predicted Mr. Hopkins, who also prophesies the early demise of "quite a list of nondescript makes of phonographs during the next few months."

"These nondescripts," he said, "depended entirely on the low price for their existence, and as the cost has continued to advance on all

grades, with the margin of profit continually growing less on the standard lines, these nondescripts cannot possibly survive the competition." Columbia business in Canada is particularly gratifying to Mr. Hopkins, who took a great deal of satisfaction in perusing the figures handed to him by Mr. Bradt, showing that in seven months of 1919 more Grafonolas had been delivered to the trade than during the whole of last year, and last year was the Canadian Division's record year.

CARTIER FAIR HELPS CAUSE OF MUSIC IN MONTREAL

Goodly Number of Machines Sold to Visitors by Exhibiting Concerns—Some Elaborate Displays Made—The Improved Record Sales System of C. W. Lindsay, Ltd.

MONTREAL, CAN., September 1.—The Cartier Fair, the first exhibition of any nature held in Montreal for the last twenty-five years, attracted considerable attention, so much so that the original closing date was extended two weeks. Dupuis Frères, Mlle. A. M. Fortin in charge, had on exhibition a full and complete range of Grafonolas and reported the sale of quite a number of the larger Columbia models. The Canadian factory of the Brunswick-Balke-Collender Co., makers of the Brunswick, had on view one of the most expensive phonographs made. It was an art model of the Italian Renaissance period.

Layton Bros. exhibit drew wonderful crowds every day and in addition to showing a complete range of Edison diamond disc phonographs Percy Sky, the Canadian violinist, gave several interesting tone tests.

The Pathé Co. were on hand with a most creditable display of the various designs manufactured by this firm. Concert recitals were held at stated hours and beautiful souvenir booklets distributed gratis. One unique feature in connection with the exhibit was Dealers' Day, in which each local dealer was given complete charge of the Pathé Kiosk for two dif-

ferent days during the life of the fair. This gave each dealer a chance to develop new prospects.

The Phonograph Shop of Montreal, Geo. S. Pequegnat, manager, report profitable business in Pathé phonographs and records.

Arthur K. Kempton, phonograph specialist in supplies, is authority for the statement that the Repeatograph Co., Inc., Chicago, Ill., will shortly operate a Canadian plant in Montreal for the assembling of their Repeatograph and they expect to be in a position to turn out this specialty so that it can retail at the same price as in the United States. A Canadian company will be formed with Mr. Kempton as manager.

The record counter in C. W. Lindsay, Ltd., phonograph salons is the last word in systematic arrangement. Persons coming in for certain records that do not require being played are waited upon and served quickly at the counter. Thus are the soundproof rooms left free for the use of all who desire a demonstration of a phonograph or who wish to hear some records. The record room has been placed under the care of an expert, whose entire efforts are concentrated in keeping the stock of Columbia records complete. August sales of

Columbia Grafonolas and Sonora phonographs and Columbia records show a heavy increase in volume over the same month last year.

A new early closing by-law was adopted at a meeting this week of the Montreal City Council.

The new by-law decrees that there must be early closing of all shops now covered by the civic by-laws four days a week—Monday, Tuesday, Wednesday and Thursday. On Friday evening the closing will be at 9 and on Saturday evening at 11. Exceptions are made for certain evenings before holidays.

The Invictus Phonograph Co. have removed from 204 St. James street to modern quarters at 4129b St. Catherine street West, where they are handling the Pathé and Brunswick machines, Pathé, Brunswick and Okeh records and musical merchandise.

The Montreal Star recently reproduced an article from their files of thirty years ago, on August 19, 1889, when Thomas A. Edison was presented with the insignia of a grand officer of the Crown of Italy. A special envoy of King Humbert of Italy made the presentation.

The Corona Phonograph Co., Ltd., has purchased the stock of the seven stores of the Record Service Library, comprising 14,000 records and 1,100 machines in twenty models.

Dohan's Music Shop, Palace Hill, Que., advertise that they will trade a New Edison Diamond Disc for any make of phonograph turned in to them, old or new, allowing the customer full cost for the phonograph and records.

Paul A. Pinard, 949 St. Denis street, has opened up with the Columbia Grafonola as his leader and Columbia record sales are good.

One local dealer is authority for the statement that he offered a western Ontario phonograph manufacturer a bonus of \$25 a machine for immediate delivery of a number of machines ordered. The offer was refused.

The Paramount Phonograph & Record Co., Ltd., are displaying a number of their new models at the Toronto Fair. The exhibit is in charge of Messrs. Fowler & Lemieux.

RECORD DELIVERY ENVELOPES

"The Cheapest and Most Effective Advertising Medium"

WE OFFER our high-grade, kraft Delivery Envelopes, for *immediate shipment*, at prices substantially below present market values. Write now for sample and prices. We can also supply stock envelopes in grey and green kraft.



HENRY BURR

Second Tenor

Reckoned among the foremost ballad singers of the age, a worthy rival of McCormack with a voice sweet and clear.



FRANK CROXTON

Bass

An unrivaled American basso, known for years as one of the ablest and most gifted vocal artists that the concert stage of the country has been able to boast.



BILLY MURRAY

Tenor and Comedian

William, with that grin? Never. He's just Billy Murray as known everywhere. The audience does not get enough of him.

Mr. Harry H. McClaskey Announces "THE POPULAR RECORD ARTISTS"

*Now Booking Concerts
for Fall and Winter*

Appearing in Person

Henry Burr Billy Murray Frank Croxton Albert Campbell John Meyer Fred Van Eps
Frank Banta Sterling Trio Peerless Quartet Monroe Silver, Monologist



JOHN H. MEYER

Bass

His voice is one of the most opulent color. It fairly glows with warmth, and is altogether delightful.

With a Repertoire of Old-Time Favorites and the latest popular comic and sentimental hits, records of which will be produced by the various talking machine companies this season.

Jobbers and Dealers

Make arrangements now to give your record buyers an opportunity to see and hear these famous artists.

There is no second company or connection with any other troupe of record makers.

Write for Particulars to

P. W. SIMON, Mgr. 1604 Broadway, New York City

What the Newspapers Say of Them:

"The record makers have come and gone, leaving pleasing memories in the hearts of the large audience at the Victoria last night, and they vote them peerless entertainers."

"With a chorus composed of 'stars' it would be difficult to make comparisons between them. Each one is a genuine artist and each more than sustained his reputation."

"The great audience came fully expecting to be royally entertained and their expectations were fully realized. Every number on the program was a popular gem."

"It was worth a hundred dollars to my father to hear Henry Burr sing 'Just a Baby's Prayer at Twilight.'"

"A high-class concert was expected from such artists, but expectations were more than realized."



ALBERT CAMPBELL

First Tenor

A lyric tenor with a voice that threads way up above, silvery and clear and true.



MONROE SILVER

Monologist

A versatile performer and well-known on records for his clever rendition of the "Cohen Stories."



FRED VAN EPS

Banjoist

A wizard at the banjo, without a peer.



FRANK BANTA

Pianist

A solo pianist, an able accompanist and ensemble player, and an exceptionally talented and brilliant young player of popular dance music.

EMERSON JOBBERS IN CONVENTION

Eastern Jobbers Meet in New York for First Convention—Practical Talks and Discussions by Emerson Executives

The first convention of Eastern distributors of the Emerson Phonograph Co., including the members of the distributors' sales staffs, was held on Thursday, September 11, at the Hotel Claridge, New York. Prior to the opening of the meetings the distributors and their sales organizations, who were the guests at the Emerson Phonograph Co., spent an hour at the Emerson recording laboratories, discussing general recording plans with Arthur Bergh, director of music. At 11 o'clock the business meetings were opened and the following talks were given: "Why We Invited You Here," Harry T. Leeming, vice-president of the Emerson Phonograph Co.; "The Emerson Co." by Victor H. Emerson, president; "The Emerson Spirit," by R. D. Wyckoff, treasurer; "Emerson International," by C. Linn Seiler, president Emerson International; "The New Recordings," Arthur Bergh, director of music; "Emerson Advertising," M. L. Wilson, vice-president Blackman-Ross Co.

Following the morning addresses a luncheon was given at the Hotel Claridge, and a sales meeting convened at 2 o'clock, when the following talks were given: "Selling," Arthur H. Cushman, director of sales; "Selling International Records," Louis D. Rosenfield, manager of sales, repertoire and advertising, Emerson International; "Developing the Dealer," Joseph I. Carroll, manager of sales; "The Distributor," B. D. Colen, secretary.

The convention was such a success that it will be an annual feature hereafter, and the Eastern distributors of Emerson products were enthusiastic regarding the practical and helpful value of the talks and general discussions. During the course of the convention the distributors commented upon the fact that Emerson sales this year were breaking all previous records, and that the sales totals were limited only by the available merchandise.

"BETTY" IS A COLUMBIA FAVORITE

H. L. Tuers and Courtland Shaw, of Columbia Dealer Service, Married to "Betts" During Month—Floral Offerings From Their Staff

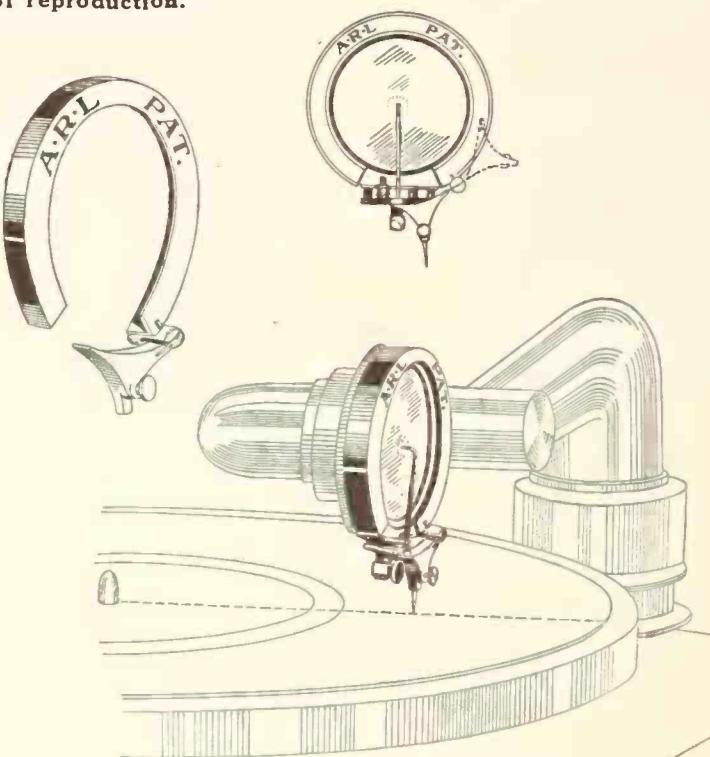
The members of the dealer service department of the Columbia Graphophone Co., in the Woolworth Building, New York, gave dual congratulations to their executives last month, who despite the H. C. L. deserted bachelorhood. H. L. Tuers, manager of the Columbia dealer service department, and one of the most popu-

MAKE THE VICTOR A UNIVERSAL MACHINE

Without removing or turning the sound box. By using the
A. R. L. ATTACHMENT

It remains permanently upon the sound box.

Plays all makes of records in the one natural position of the Victor sound box with equal beauty of reproduction.



Showing the position of the A. R. L. attachment when Victor is playing Hill and Dale record. Note that the sound box is in the regular position, and needle on direct line with center. It is scientifically and mechanically correct. Either steel or sapphire needles may be used.

Attachments for the Victor Exhibition sound box are now ready for delivery in quantities. Retail price \$2.00 each.

AMERICAN RECORDING LABORATORIES

Dept 7

56 West 145th Street

New York City

lar members of the local trade, was married on August 22 to Miss "Betty" Madeline Cody. Mr. Tuers kept his marriage a secret around the Columbia executive offices, and the news only leaked out after the happy bride and bridegroom were safely on their way to the Adirondack Mountains for a two weeks' honeymoon.

The name "Betty" seems to be a prime favorite in the Columbia dealer service department, for Courtland Shaw, assistant manager of the department, was married on August 11 to Miss "Betty" Evans, the marriage taking place in the Little Church Around the Corner. Mr. and Mrs. Shaw spent their honeymoon at Nantucket and during August the Columbia dealer

service department resembled a conservatory, for the members of the department welcomed their executives with artistic floral offerings.

EXECUTIVE COMMITTEE TO MEET

A meeting of the executive committee of the National Association of Talking Machine Jobbers will be held in Philadelphia near the end of September on a date to be announced by President George E. Mickel, of the association.

The Pearson Piano Co., 128-130 North Pennsylvania street, Indianapolis, Ind., has been featuring the Aeolian-Vocalion in the local papers.

WE HAVE WHAT YOU WANT IN TONE ARMS AND SOUND BOXES

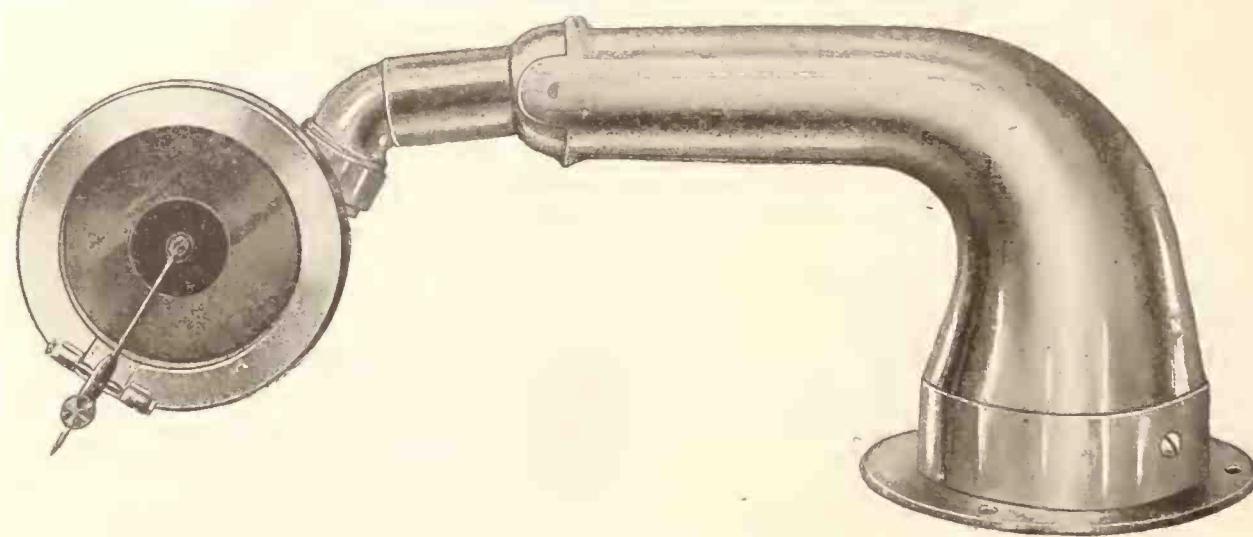
A Large Tone Arm—8 $\frac{3}{4}$ inches centre to centre—height 4 $\frac{1}{8}$ inches.

A Small Tone Arm—8 $\frac{1}{4}$ inches centre to centre—height 3 $\frac{3}{8}$ inches.

Both tone-arms scientifically constructed for perfect sound reproduction and finely finished in our own plating plant. They play all makes of records.

In Sound Boxes. We have the special No. 3 Hub Cushion Sound Box. A Sound Box of wonderful tonal quality.

Write us for prices and further information.



SUPREME PHONO PARTS CO., Inc.

145 West 45th Street
New York City

MAKING THE FAMOUS ARTISTS WORK FOR THE DEALER

A Proven Opportunity Too Frequently Overlooked for Placing the Talking Machine Dealer and His Store On a Pedestal In His Own Musical Field—Bringing the Artists to the Town

Although live talking machine dealers generally seek to take full advantage of names and reputations of noted record artists recording for the companies whose products they handle, and endeavor to tie up in some measure with the appearances of those artists in concert in their local territories, it appears that dealers quite generally have failed to realize or to grasp the opportunity for associating themselves and their business directly with the artists, through the medium of specially conducted recitals or concerts.

When the dealer hears this or that artist, Caruso, McCormack, Galli-Curci, or some other, demands and receives from two to five thousand dollars for a single appearance, and that to this amount must be added the rent of the opera house or concert hall, the cost of the advertising, and a dozen and one incidentals,

he naturally gets cold feet. As a matter of fact the average retailer in a fair-sized town can himself bring the greatest record artists in the world to his particular city, put up a substantial amount as a guarantee, and still come out clean, without a cent of expense beyond that what he may choose to spend for his own advertising. This is not a theory, but has actually been worked out successfully and proven.

As famous artists make tours about the country talking machine dealers in the cities in which they appear naturally arrange special window displays, and carry special advertising in the local papers, advising the public that at their particular stores may be found records by that special artist. The tie-up, no matter how strong or original it may be, must of necessity be simply incidental to the appearance of the artist, and its effect upon the public is not in any sense as emphatic as it should be.

The thought is for the retailer himself to arrange for the appearance of the artist, and make that fact very plain in all the announcements concerning the concert, whether preliminary or final. The retailer can readily find how the artists in whom he is interested are routed and likewise arrange with each one of them, or rather with the manager, to book a recital in the dealer's particular city. To do this it will be necessary for the dealer either by himself or in association with one or more live contemporaries to post a guarantee sufficient to protect the manager and the artist, should the audience not be as large as contemplated.

Having made the arrangements for the concert and posted his guarantee, the dealer really starts to work in earnest to arouse interest in the event and to insure his success. His advertising, whether in the newspapers, in his window, or through his mailing lists, must be liberal and to the point. He must see to it that the musical clubs, the women's clubs, the various civic organizations, and the schools, are duly impressed with the importance of having the artists visit the city and enthuse to a point where their support is insured. If the ticket sale is held in the dealer's store so much the better. Properly conducted, such a recital will keep the retailer's name and the fact that he handles records of the famous Victor artists, for instance, including those of Caruso, who is to appear in the city, firmly in the public mind. The success of the venture will make his store a recognized musical force in town, and the effect will be lasting.

That leading artists can be featured successfully in specially arranged concerts by talking machine dealers has been proven emphatically in the Pittsburgh district, where the Standard Talking Machine Co., Victor wholesalers, some time ago showed the way to the dealers, and since then have encouraged those dealers, individually and collectively, in the giving of over seventy-five concerts, everyone of them a success. In no instance has there ever been any doubt about covering any guarantee put up, the main difficulty being to find sufficient tickets to take care of those who were desirous of attending.

This plan of having the dealer prove the active medium in bringing the music-loving pub-

lic in personal contact with the artists whose records they have heard, or at least heard of, proves a most important step in lifting the talking machine store out of the class of the ordinary salesroom, and making it a recognized center of music, a reflection of the personality of great artists, headed by a man who is able to bring to his clientele the best of everything in music.

Having, in association with its dealers, had so much successful experience in the conduct of special recitals by noted artists, the Standard Talking Machine Co. has a fund of experience and an abundance of accurate data regarding the holding of such affairs, which is available to Victor dealers in all sections of the country who are desirous of taking advantage of the opportunity that is thus presented.

John E. Schweiter, of Cavalier, N. D., has purchased the post office building in that city and will open a music store where he will handle talking-machines, sheet music and all kinds of musical instruments.

The New Resurrectone

So named because it really RESURRECTS
(Trade Mark Registered)

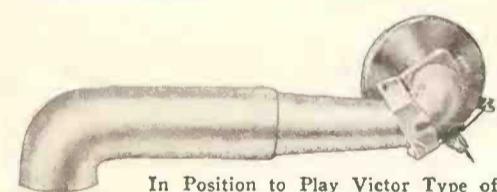


Adjustable to give at will loud or soft volume of sound.

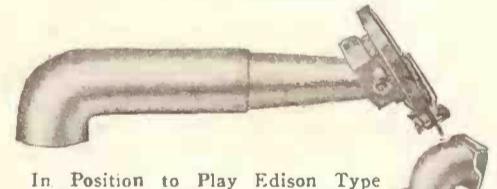
One model fits Victor, Sonora, Aeolian Vocalion and attachments for Edison. Other model fits Columbia machines.

Retails for \$10 nickel-plated; \$12.50 gold-plated—either the Tuning Fork or the Single Prong Resurrectone. Send for quantity prices.

THE NEW AIRTIGHT tone-arm—exclusive equipment of the HOFFAY—the best toned machine on the market.



In Position to Play Victor Type of Records. Weight on Stylus, 5½ Ounces as Required



In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as Required

Tone arm may be equipped with either Resurrectone model, as desired. The VALUE of the HOFFAY AGENCY is becoming more pronounced. The newspaper and magazine advertising that is being done and which is growing bigger every day is causing our Dealers and Jobbers to dispose quickly and easily of all HOFFAY products, for the Hoffay sells on demonstration and it is simply a matter of letting the consumer get acquainted with it—this we will do for you.

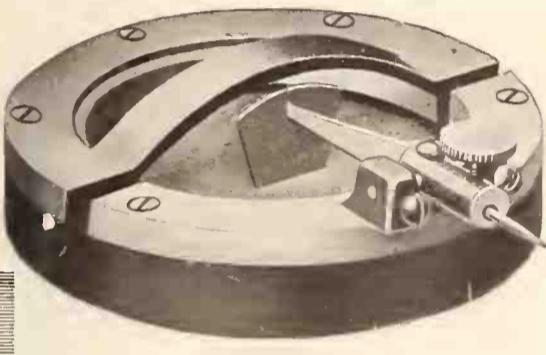
If you are a Jobber, better get in touch with us soon—exclusive territory and advertising are features of our proposition.

If you are a Dealer in a territory where we have no Jobber, we will take care of your wants.



Four Beautiful Machine Models

Hoffay Talking Machine Co., Inc.
3 West 29th Street
New York City



THE ELLIS Reproducer

"Humanizes" all standard makes of talking machines or phonographs using disc records.

The trade once thought the retail price too high but the same dealers who once talked this way are pouring in a steady stream of readers.

The ELLIS not only is good but it has made good.

It's a great revivifier of machines that have fallen into disuse. That means more record sales.

We help the dealers sell the Ellis. Let us send you a set of the attractive convincing literature we supply our dealers for distribution to their trade.

The retail price of the Ellis Reproducer is \$10 (nickel); \$12 gold plated.

J. H. ELLIS

Patentee and Manufacturer

410 JEFFERSON STREET

MILWAUKEE

WISCONSIN

Sole Distributors of the
Hoffay Airtight
—a really wonderful machine—

for the States of Utah, Idaho, Nevada, Montana, Wyoming, and Colorado.

Geo. A. Lowe Co.
Ogden, Utah





Columbia dance records are up to date. So are the organizations which make them.

**Columbia Graphophone Co.
NEW YORK**

KNICKERBOCKER CO. "OPENING"

Delightful Affair in Which Victor Jobbers Entertain a Notable Array of Guests—Good Wishes From All Extended to the Company

The fall opening of the Knickerbocker Talking Machine Co., 138 West 124th street, New York City, which was held on the afternoon and evening of Friday, September 5, attracted quite a crowd. In the afternoon a concert was held in the new concert hall, at which a number of artists appeared.

Henry C. Brown, of the Victor Co., was present and made an interesting address to the dealers. T. H. McCready, manager of the New York district for the Victor Co., was also present and added his well wishes.

The attractive new headquarters were well filled with floral pieces expressing the best wishes of their many friends in the trade. Cigars and refreshments were plenteous and B. R. Forster, president of the Brilliantone Steel Needle Co., presided at the punch bowl and tendered a sort of nectar of which he alone had the secret.

At five o'clock the entire party motored in buses that were provided for the occasion to Sheepshead Bay, where a shore dinner had been provided for by the Knickerbocker Talking Machine Co., at Ville Pigue Inn.

During the course of the evening J. T. Coughlin, president of the Talking Machine Men, Inc., spoke in the name of the dealers present, thanking the Knickerbocker Talking Machine Co. for their hospitality. Wm. C. Cripps, of Jerome H. Remick, entertained by singing "Tell Me" and "Sahara."

Sol Lazarus in his speech referred to the address of E. L. Bill, of The Talking Machine World, before the Talking Machine Men, Inc., recently on "Co-operation," and stated that this was lived up to in its highest state in the Knickerbocker Talking Machine organization. Mr. Lazarus then called upon Joe Schwetz as one of the oldest members of the trade, although a young man, who responded with fitting remarks. Mr. Schwetz has been connected with the trade for seventeen years, the greater part of which he was connected with the Knickerbocker Talking Machine Co., or I. Davega, Jr., Inc., as it was formerly known. The entire affair was admirably managed.

One of the youngest attending the affair was Allan Usofskin, not quite three, and son of Joseph Usofskin, of Victor sign service fame. This youngster entered heartily into the spirit of the affair and seemed to enjoy himself as much as his elders.

NEEDLE DISPLAY DRAWS CROWDS

Value of Effective Window Display Demonstrated by Display Recently Made at 50 Broadway, New York, by Sonora Co.

The accompanying illustration will give some idea of the human interest appeal of the new needle display prepared by the Sonora Phonograph Sales Co., to feature Sonora semi-permanent silvered needles. This display was placed in the show window of the Sonora Phonograph Sales Co.'s retail store at 50 Broadway, New York, and from the moment that it was installed it attracted the attention of passersby to an unusual extent.

The basis of the display is a big three-panel screen, each panel being about 4 feet high and 2 feet wide. These panels contain greatly enlarged reproductions of the photomicrographs of the Sonora semi-permanent silvered needles and ordinary steel needles which have been used by the Sonora advertising department in its na-



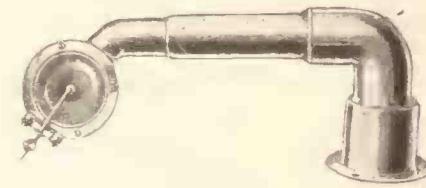
"Some Crowd" Views Sonora Window
national advertising newspaper campaign. The reproductions of the needles are about 2 feet high and with their explanatory sentences fill the entire screen.

At one time the crowd in front of the window was so dense that the police were obliged to force a passageway for traffic, and this interest has not been confined to a single hour or day, but has continued day after day without any noticeable let up. Although a number of the visitors who strolled in the store came in only to ask for sample needles, a large number of them bought needles and quite a few bought Sonora phonographs as well.

The new talking machine department of the White House, San Francisco, Cal., will open for business about October 1. There will be eighteen demonstration booths.

NEEDLE CUPS, TONE ARMS, MEISSELBACH MOTORS

Ask for our prices,
lowest prices to
quantity users. Ask
for samples.



MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1" x 0.28 x 10", for Columbia	each .50; per 100.....	45.00
5/8" x 0.23 x 10", for Meisselbach & Blisk motor, each.....	each .38	
5/8" x 0.22 x 10", Columbia, round hole.....	each .30	
5/8" x 0.25 x 9", oval hole, each.....	each .30	
5/8" x 0.22 x 8", each	each .27	
5/8" x 0.25 x 11", for Edison.....	each .45	

MICA DIAPHRAGMS

1-23/32", Victor Ex. Box, with or without center hole.....	Each .15
1 1/8", for new Victor No. 2, very best, with or without center hole.....	Each .18
1-31/32", for Sonora and all standard soundboxes.....	Each .20
2-3/16", for Columbia No. 6, very best.....	Each .25
2-9/16", for Pathé or Brunswick.....	Each .45

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire.....	Each .27
Pathé, soft tone	Each .27
Edison, very best, loud tone.....	Each .27
Edison, very best, medium tone.....	Each .27
Edison, genuine diamond.....	Each 2.50

REPAIR PARTS

Columbia main spring, No. 2961. 1"	Each 50c; per 100 \$45.00
Columbia bevel pinion, No. 12333.....	Each 90c; per doz. 9.00
Columbia driving shaft, No. 11.....	Each 60c; per doz. 6.60
Columbia Mica diaphragms, No. 6460.....	Each .25
Columbia cranks short.....	Each .25
Columbia Governor shaft, No. 3004.....	Each 40c; per doz. 4.00
Columbia Governor bearing, No. 11923.....	Each 25c; per doz. 2.50
Columbia Governor springs.....	Each 2c; per 100. 1.00
Columbia Governor screws.....	Each 1c; per 100 .05
Columbia Mica diaphragm, No. 6460.....	Each .25
Columbia barrel screws, No. 2621.....	Each 1 1/2c; per 100 1.00
Columbia sandbox thumb screws, No. 3943.....	Per 100 1.50
Victor Stylus bar (needle arm).....	Each 1 1/2c; per 100 1.00
Victor Governor springs.....	Each 1 1/2c; per 100 .05
Victor Governor screws.....	Each 1c; per 100 .05
Victor Mica diaphragms for exchange box.....	Each .15
Victor Mica diaphragms for new No. 2 box.....	Each .18
Turn-table felts, 10" square.....	Each .10
Turn-table felts, 12" square.....	Each .15
Kent attachments for Victor Arm.....	Each .25
Kent attachments for Columbia Arm.....	Each .25
Kent attachments for Edison, with M. Soundbox.....	Each 2.50
Kent attachments for Edison, without Soundbox.....	Each 1.60

FAVORITE PHONOGRAPH ACCESSORIES COMPANY, 1506 DeKalb Ave., BROOKLYN, N. Y.

EDISON PROGRESS IN NEW ORLEANS

Important Conference of Dealers Addressed by Sales Manager Leonard—New Models Admired—Enjoy Banquet and Sightseeing Trip

NEW ORLEANS, LA., September 3.—The information that the famous Pullman Palace Car Co., the world's greatest worker in fine wood, had given over its entire woodworking capacity to the manufacture of Edison cabinets and that



T. J. Leonard

the first cabinet deliveries would be made during the first part of September was enthusiastically received by the many dealers attending the annual New Orleans convention of Edison Dealers last week.

T. J. Leonard, general sales manager of Thomas A. Edison, Inc., was the principal speaker. He carefully outlined to the convention the completed plans of the company for the proper provision of Edison instruments and Re-creations for the trade.

F. S. Hemenway, president of the Diamond Music Co., Inc., was in Los Angeles on his vacation, but L. T. Donnelly, sales manager, presided and did things up in splendid style.

The banquet fully sustained the reputation of the well-known "Louisiane." The dealers enjoyed a sightseeing trip of the harbor on the afternoon of August 28, on which they had opportunity to see the new canal in process of construction and which will connect the River with the Gulf, the huge new dry docks, the mammoth Government storehouses and other recent harbor developments—all predicting a wonderful business future for the quaint old city of New Orleans.

"The dealers left for their homes with confidence that their business during the coming year will be the greatest they have ever known," said Mr. Leonard. "The New Orleans territory is experiencing wonderful prosperity and Edison dealers are fairly swamped with orders."

The new models were on display at the meeting and these, too, contributed to the dealers' enthusiasm. The new types were highly approved.

CHARLES P. MACK VISITS COAST

Columbia Wholesale Traveling Representative for Arizona Visits Headquarters

LOS ANGELES, CAL., September 4.—Chas. P. Mack, the Columbia wholesale traveling representative in Arizona, under the supervision of the Los Angeles branch, is visiting headquarters here. He reached town last Friday and will leave for his territory next Sunday. He says the Columbia business down there is excellent. In regard to supply of goods, he looks for improvement in the future.

FACTORIES MAKING RAPID HEADWAY

Jos. Wolff Returns From Trip With Optimistic Reports of Sonora Progress—Factories Preparing to Triple Output of Machines

Joseph Wolff, treasurer of the Sonora Phonograph Sales Co., New York, returned recently from a visit to the company's different factories, and in a chat with The World stated that wonderful progress was being made in the plans that were inaugurated some time since for increasing Sonora production. The new buildings at the Saginaw plant are going along in good shape, and several have been completed and are now occupied. Judging from present indications it would seem that a very substantial increase in the production of Sonora phonographs will take place each month, and there is every reason to believe that by January 1 the output will be tripled. Sonora dealers and jobbers can therefore look forward to a greatly increased supply of Sonora phonographs for the balance of this year, and even more so for the coming year.

Mr. Wolff states that the disappointments in the shipment of product experienced by distributors and dealers during the early part of this year due to the fact that the factories were not prepared to take care of such a tremendous demand will not be repeated next year. However, the great advertising campaign now being prepared by the company for 1920 will undoubtedly increase the demand far beyond 1919's record-breaking figures.

START BUSINESS IN SMITHVILLE

Robert Paris and Aaron Bain, Smithville, Tenn., have formed a partnership and will open a talking machine store at once, where the Victor line will be carried. At the present time the firm is occupying temporary quarters, but expects to move into permanent location as soon as it is ready. Both men are well known in local business circles.

TALKING MACHINE NEEDLES Sapphires—Steel—Magnedos—Fibre

**Edison and Pathé
Permanent Jewel Needles**

**Finest
American Made**

**The Standard
Steel Multi-Playing Needle**

**B & H Original
and Genuine**

Sapphires—We can supply Sapphire Needles for Pathé and Edison Machines in any quantity. Our product conforms to the requirements established by the records for which these needles are intended.

Steel—We always have a large supply of Steel Needles in all tones ready for immediate shipment.

Magnedos—The established superiority of Magnedo Needles reduces sales efforts on this article to a minimum. Feature Magnedos—they're profitable and easy to sell.

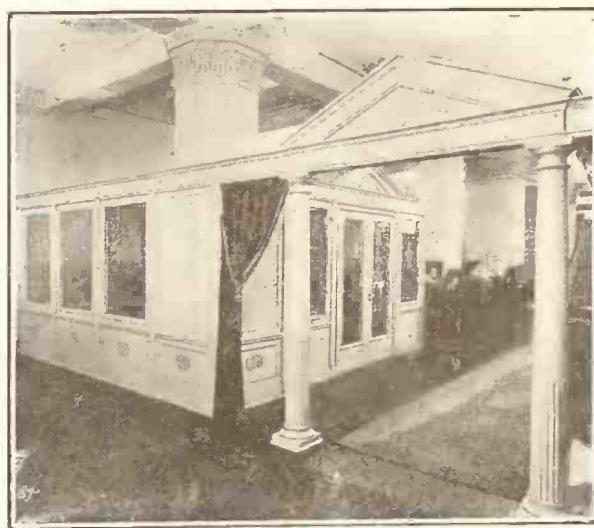
Fibre—B & H Fibre Needles are the original and only Fibre Needles used in this country. They preserve and protect the record.

Write for Prices

Plaza Music Company

18 West 20th Street, New York





A corner of Hardman, Peck & Co.'s Brooklyn warerooms—a typical combination of efficiency and beauty. Your store can be as handsome—leave it to us.

Price on application.

Arthur L. Van Veen & Co., 47 West 34th Street, New York
Chicago Office, 105 West Monroe Street

NEW COLUMBIA BRANCH HOMES

Several Wholesale Branches of the Columbia Co. to Be Housed in New Quarters, While Others Enlarge Present Establishments

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the consummation of a number of important deals whereby several of the Columbia wholesale branches in different parts of the country will either be located in new buildings or secure additional space in the buildings where they are now established. Columbia sales have increased so rapidly during the past year that the wholesale branches in many of the large cities have found themselves handicapped by a lack of sufficient room, and the general sales department is providing the branch managers with additional space in order that they may give enhanced co-operation and service to dealers in their respective territories.

A lease has just been closed whereby a new building will be erected for the Columbia Co.'s branch in Kansas City, Mo. This building will be located on Walnut street between Fifteenth and Sixteenth streets.

The Boston branch will also occupy a new home at 1000 Washington street, where two floors have been leased in the United Drug Co.'s building, which is one of the finest commercial buildings of its kind in Boston. Additional space in buildings that they are now occupying has been secured for the Seattle, San Francisco and New Haven branches, and arrangements have been completed for greatly increased space in Atlanta.

Van Veen *BED SIDE* Booths Sectional Record Racks Record Sales Counters

How We Serve the Dealer

Individual service meeting your exact conditions rather than making your business fit our plans.

Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

Why Van Veen Booths Are Better

- No. 1. Built of best kiln-dried lumber.
- No. 2. Correctly constructed by skilled craftsmen.
- No. 3. Embody Economy, Simplicity and Efficiency.
- No. 4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
- No. 5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
- No. 6. Moderate in price and most economical in comparison with any other booths manufactured.
- No. 7. Easily erected, no complicated attachments requiring adjustment.
- No. 8. Handsome in design and high grade cabinet finish.

Van Veen Booths, Record Rack and Counters Ready for Prompt Shipment

Write, wire or phone for our representative

TELEPHONE GREELEY 4749

SENDS SKETCH WITH ORDER

How Penn Phonograph Co. Received Somewhat Original Order for Victor Dogs

PHILADELPHIA, PA., September 9.—The Penn Phonograph Co., Inc., Victor distributors of this city and also producers of the plaster of

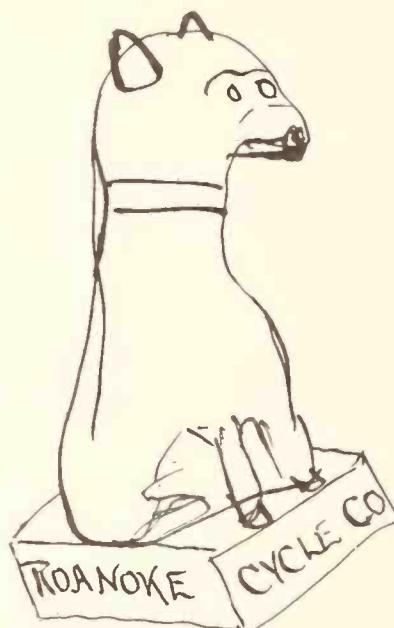
thereon. This order was received through the Wm. C. Rogers Co., Victor distributors of Washington, D. C., for the Roanoke Cycle Co. of Roanoke, Va. The latter disclaim credit for this creation and maintain that it was put in someone else's hands to order. Mr. Barnhill, of the Penn Phonograph Co., states that the dogs delivered were a very great improvement over the sketch.

AN ALL-RECORD NEEDLE EQUIPMENT

The Sonora Phonograph Sales Co., Inc., New York, has just placed on the market an all-record needle equipment which has been accorded an enthusiastic reception by the company's dealers everywhere. This novelty was produced to meet the demand for an equipment of needles which will play all makes of disc records, and the reports of Sonora distributors and dealers indicate that it will be a phenomenal success.

In a handsome, neatly arranged jewel case there is placed a Sonora diamond needle in a gold-plated holder, and a Sonora sapphire needle in an ivory holder. In the upper part of the case is a package of Sonora semi-permanent silvered needles for playing all makes of steel needle records. There are two loud, two medium and one soft. This all-record needle equipment can undoubtedly be featured by Sonora dealers to excellent advantage.

The G. A. Eisenhauer store, Lyons, Kan., has now the exclusive Columbia agency for that county with the exception of the town of Sterling.



How Roanoke Cycle Co. Placed Order
Paris miniature Victor dog, have received orders of all sizes, dimensions and shapes for these dogs. What remains as one of the most original orders they received is the sketch which is reproduced herewith with the quantity noted

An Invitation

The Knickerbocker Talking Machine Company of 138 West 124th Street, New York, cordially invites all Victor Retailers to visit an up-to-date Victor Wholesale Establishment, where assistance can be given you in the solution of your merchandising problems.

In the Music Room



When the Elwells sit down to enjoy their favorite record, they do not want to feel that they are listening to a machine but rather to the artist or the composer. The Stephenson Precision-Made Motor was designed and built for the manufacturer who sells to the Elwell class; for the manufacturer who is trying always to build a better phonograph. The ultimate purchaser of a Stephenson-equipped phonograph, while constantly calling upon the motor to perform its function, is unconscious of its presence because of its smooth-running qualities. The exclusive features of the Stephenson Motor are described in Bulletin Number Ten.

STEPHENSON

INCORPORATED
One West Thirty-fourth Street
New York City

MW

ROBERT GRAY BACK FROM FRANCE

Son of Walter S. Gray Sees Much Active Service with the 23rd Regiment of Engineers

Robert Gray, son of Walter S. Gray, prominent talking machine accessories man of San Francisco, stopped off in New York to meet a number of his father's old friends while en route home after lengthy service in France. Mr. Gray enlisted in the Twenty-third Engineers at the outbreak of the war, and spent well over a year in France. He had some thrilling experiences while with his command. He was employed in rebuilding roads immediately back of the fighting lines, and under constant shell fire from the Germans. After the armistice Mr. Gray was detailed to service with Herbert Hoover, of the American Food Commission, and spent several months in relief work in Fiume and many other stricken cities.

On his return to the Pacific Coast Mr. Gray will become associated with his father in the talking machine accessory business.

PLAN BIG PUBLICITY CAMPAIGN

Emerson Phonograph Co. to Advertise in Local Papers and in The Saturday Evening Post

The Emerson Phonograph Co., manufacturer of Emerson records, announced this week that plans are being completed for a very extensive advertising campaign in local newspapers which will cover the entire country. This copy will be of uniform size and it is intended to have the designs and illustrations sufficiently distinctive to dominate the pages on which they appear.

Plans have also been completed for a campaign in the Saturday Evening Post, and this advertising will start on October 4. The schedule calls for a full-page advertisement once a month for the next twelve months, with a double-page spread to appear during the holiday season. Every principal city in the United States will be covered with the local newspaper advertising, and the outlying districts that are not reached in this way will be taken care of by the advertising in the Saturday Evening Post.

In this mammoth campaign the company will endeavor to acquaint the trade and public with the new important artists who are being signed up from day to day with the Emerson record library. Among recent additions have been the Six Brown Brothers, Eddie Cantor, Walter Scanlan, the All Star Trio, and a number of

A Wholesale Institution, the Growth of Which Resulted from Efficient Service to Victor Dealers

WHOLESALE ONLY

NEW HOME OF

W.D. & C.N. ANDREWS, Buffalo, N.Y.

other well-known popular artists. The Emerson Phonograph Co. will also aim to impress upon the public the nature and character of its International and operatic records. The records are being accorded an enthusiastic reception, and in the September 6 issue of Judge "Disco," an authority on records, devotes practically his entire review of new phonograph records to a description of the new Emerson operatic records.

The sales department of the company states that the new ten-inch double disc is achieving phenomenal success, and the company proposes to issue within a very short while a 12-inch double disc. The dealers are enthusiastic regarding the future prospects for the sale of Emerson products, and this is evidenced by the increasing number of large and well-known department stores and music houses that have arranged to handle the Emerson line. It is expected that the proposed twelve-inch double-disc record will supply a long-felt want in the dance catalog.

SERMONS BY TALKING MACHINE

Wisconsin Convention of Presbyterians Urges Use of Recordings to Fill Vacant Pulpits

LAKE GENEVA, Wis., September 5.—"Canned sermons" are a possibility in pastorless Presbyterian churches as a result of action taken last week at the Presbyterian New Era conference, after it was disclosed that 3,000 of the 10,000 Presbyterian pulpits are vacant.

The delegates outlined plans for filling those pulpits temporarily until ordained ministers could be obtained. Dr. W. S. Marquis, of Chicago, associate secretary, urged each presbytery to develop immediately strong laymen as leaders and indorsed the recommendations that phonograph records of approved sermons by ordained ministers be provided for use in vacant pulpits.

TABLATONE CALL GROWS

Announcement of Unique Machine by DeRivas & Harris Mfg. Co. Brings Many Orders

The DeRivas & Harris Mfg. Co., 135th street and Willow avenue, New York City, report a splendid call for the Tablatone, which was announced in The World last month. Inquiries from all over the country were received regarding this unique machine, which has been manufactured in the form of a library table, being finished on all four sides. A very attractive folder giving full details regarding this machine has been mailed to talking machine dealers throughout the country.

M. B. Bowers, sales manager of the company, stated to a representative of The World this week that they had been very well pleased with the reception which the Tablatone has received, and that they are making every effort to increase their production with a view to giving the trade prompt service at all times.

G. M. COOK JOINS KRASBERG FORCES

George M. Cook has recently been added to the sales force of the Krasberg Engineering & Mfg. Co. He has been assigned to special work and will have his headquarters in Chicago.

The Barriet Talking Machine Co., Boston, Mass., has leased for a long term of years one of the floors of the Garden Building at the corner of Boylston and Church streets.

TRIMMINGS AND PARTS

for

Phonograph and Cabinet Manufacturers

We carry a complete line of trimmings and parts, and can make reasonably prompt deliveries of

Catches, Sockets, Pulls, Knobs, Escutcheons, Sliding Shoes, Lid Supports, Automatic Stops, Tone Rods, Needle Cups, Etc., Etc.

Write for samples and prices

**GRAND RAPIDS BRASS COMPANY
GRAND RAPIDS,**

MICHIGAN

The "Peer Gynt Suite" in four parts—on two sides of two records—is Grieg's greatest work. This double-double will double up your profits. A-6109 and A-6110.

Columbia Graphophone Co.
NEW YORK

BUSH & LANE PLANT READY SOON

Ground Broken for New Addition April 5—Nearly Doubles Their Capacity—New Building to Be of Most Modern Construction

HOLLAND, MICH., September 10.—The good news came from the Bush & Lane Piano Co., of this city, to-day that their new building is practically complete and that some departments have already been moved into the new addition. This new addition was made to the north wing of their old plant and is a four-story affair, 256 feet long by 80 feet wide. The new addition not only permits an expansion of all departments in piano making, but in talking machine manufacture as well. The ground for this was broken the latter part of March of this year and adds some 80,000 square feet to their present holdings.

The building itself is of concrete mill construction and the plans for it were drawn by Walter Lane, president of the company, who is quite an engineer at this kind of work as well as in the science of piano and talking machine construction, of which he is an acknowledged master. The new addition was made necessary by the large amount of orders on hand, not only for Bush & Lane talking machines, but also for Cecilian player-piano actions. During the war period President Walter Lane and a group of his expert technicians had ample time to make a thorough study for the betterment of their products, which were even at that time in an extraordinarily high state of development. Much attention was given during the past winter and summer to the further refinement of the Bush & Lane phonograph, especially in relation to the proportions and finish of the tone chamber, the interior finish of the case, etc.

It is believed by the Bush & Lane officials that the new additions will be in complete operation in from thirty to sixty days and at that time much will have been accomplished to take care of the great demand for Bush & Lane talking machines.

LANGUAGE RECORDS



Progressive Dealers sell
LANGUAGE
Phone Method
and ROSENTHAL'S
Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

MANY RECORD ARTISTS AVAILABLE

The Shannon Four and Others to Tour Under Direction of Clinton Woodward

Talking machine dealers who are desirous of having appear in their local territories various groups of noted record artists will have additional opportunities along that line during the coming season. Clinton Woodward, who has aided in the conduct of several tours of record artists, has made arrangements for the coming season with the Shannon Four, consisting of Louis James, tenor; Charles H. Hart, tenor; Elliott Shaw, baritone, and Wilfred Glenn, basso, as well as with Helen Clark, soprano; Ada Jones, soprano and comedienne; Julius Schendel, solo pianist, and the popular McKee Trio (violin, 'cello and piano), to appear under the auspices of individual talking machine dealers or through co-operation of groups of the same.

Mr. Woodward has already planned an extensive tour for the artists mentioned during the coming season and has still a number of open

dates available to dealers, individually or collectively, who desire to engage these artists to appear in their vicinity. It is a noteworthy fact that whenever record artists have appeared in public they have been most cordially received, talking machine owners evidently appreciating the privilege of seeing their favorite artists in person.

OPENS SAN FRANCISCO OFFICE

Western Jobbing & Trading Co. to Push Sonora and Emerson on Pacific Coast

SAN FRANCISCO, CAL., September 6.—The Western Jobbing & Trading Co., of this city, southern California distributor of Sonora phonographs, and Pacific Coast jobber of Emerson records, has established a branch office in San Francisco, at 616 Mission street. The northern branch will handle the Emerson record business for that territory. The office is in charge of Chas. W. Shumway, an experienced talking machine and record man.

Built for People Who Want the Best

LAWSON UNIVERSAL PHONOGRAPHS

Play All Disc Records
BEST
with the
Lawson Wood Tone Arm
(Patented)



Backed Up By

40 years experience in manufacturing Musical Instruments. Also a "Gold Bond Guarantee" of satisfaction or money back.

Phonographs that are Good.
Phonographs that sell Good.
Phonographs that stay Good.

SOLD DIRECT TO DEALER AT JOBBER'S PRICES

LAWSON PIANO CO.

Executive Offices
372 East 149th St. NEW YORK

Factory
2572 Park Ave.

NOTEWORTHY SALES STIMULATION

Louis Buehn Co., Philadelphia, Doing Enormous Business in Red Seal Records

PHILADELPHIA, PA., September 6.—The returned reports show that the Victor dealers of the Buehn Co. fully appreciated the service given them, which aided dealers in featuring the recent change in price of Red Seal records. Effective newspaper advertisements, properly set up, were mailed to each dealer, attractive and interest-compelling inserts were prepared for use in the July Victor Supplements and special window announcements were also created. As a result of this sales stimulation Buehn dealers were sold out of the reduced Red Seal records within a few days, leaving them an anxious group for further shipments.

VISITORS AT SONORA OFFICES

A recent visitor at the Sonora executive offices was Frank Steers, of the Sonora Phonograph Corp. of San Francisco. He came to New York for the express purpose of securing shipments of Sonora instruments in order to meet the tremendous demand for this product on the Pacific Coast. Although he has not signed up a single new dealer on the Coast this year his sales have far outdistanced any previous year. Another caller at the Sonora offices was I. Montagnes, Sonora distributor in Canada, who passed through New York on his way home after spending several months in Europe. Needless to say, Mr. Montagnes was glad to be back on this side of the ocean, although during his absence his organization had attained remarkable results in developing Sonora business in Canada—a surprising volume, in fact.

INCORPORATED

The Mentor Phonograph & Record Corp., New York, has been incorporated with a capital of \$50,000. The incorporators are J. Stege, F. A. Lappen and H. P. Fay, 231 Lenox avenue.



CULP PHONOGRAPH CO.
298 Broadway New York
NOTE NEW ADDRESS

WESER

The Weser Talking Machine

meets every requirement and is making rapid headway.

For 40 years the piano trade has recognized in Weser Instruments exceptional value.

It has always been our pleasure to invite comparison of the Weser products with other makes.

Many of our best dealers have been acquired by such comparisons.

Send us a sample order for the Weser Talking Machine. We are content to abide by your decision after you have made comparisons.

Weser Bros.
Incorporated
520-530 W. 43rd St.
NEW YORK

BRUNSWICK DEALERS' AD SERVICE

Detroit Dealer, Known for His Advertising, Has Prepared Series of Ads for Dealers—May Be Had From Brunswick Publicity Office

DETROIT, MICH., September 6.—Wallace Brown, of the Wallace Brown Co., exclusive Brunswick dealers of 31 East Grand River avenue, this city, not only knows how to advertise, but when the results reach absolutely dramatic figures believes in letting other dealers in the same product in on the ground floor for a consideration little more than covering the cost of presentation in appropriate form. In little more than two years since he started his Brunswick store in Detroit Mr. Brown has built up a business of something like \$300,000 a year and this without the use of outside salesmen or sending machines out on approval. He is known as one of the most aggressive talking machine advertisers in the West and in space used and forcefulness of diction his ads in the Detroit dailies have attracted wide attention. He now offers Brunswick dealers a portfolio containing

the best of the advertisements he has used to such excellent advantage—nineteen of them. The small price asked secures the right to reproduce the ads in the dealers' local papers and if desired the mats or electros of the originals can be obtained from Mr. Brown. The attractive cuts used are those prepared for the dealers by the Brunswick dealers' service and can be obtained from the publicity department of the Brunswick-Balke-Collender Co.

Clarence W. Hill, proprietor of the Music Shop, Dorchester, Mass., has opened an exclusive Columbia shop in Meeting House Hill.

A line of **LOW PRICED**
TABLE AND FLOOR PHONOGRAPHS
\$60.00 PER DOZEN AND UP
We stand good for our products.

We carry in stock Motors, springs, tone arms and sound-boxes of all kinds. Repair parts for any machine on the market.

Let us know what you can use.

Wollman Talking Machine Mfg. Co.
560-2 Grand Street, Brooklyn, N. Y.
Established 1889 Telephone Stage 918

MILTON ISAACS BACK FROM FRANCE

Talking Machine Dealer Sees Much Hard Fighting with 107th Infantry

The friends in the trade of Milton J. Isaacs, Victor dealer at 176 Sixth avenue, New York, will be pleased to know that after nearly two years' absence in the service he has returned from overseas in good health.

Mr. Isaacs enjoys the distinction of being one of the last of the 27th Division men to return to this country, as his division returned while he was still in a hospital in France recovering from wounds received on September 29, 1918, in the Hindenburg line engagement.

He was a member of Co. K, 107th Infantry (old 7th N. Y.), and after training at Spartanburg arrived in France May, 1918. His regiment during the entire time of its fighting in France was brigaded with the English under



Milton Isaacs

General Haig and within two months after its arrival got into action at Cambrai and Kemmel Hill. Through July and August, 1918, his company was in continuous action, but he was fortunate to escape without injury until September 29, when part of his company was trapped. He was given up for lost, but was rescued by a regiment of Australians. Practically all the men were killed or wounded and Mr. Isaacs was removed to a base hospital and remained there for over six months. During his convalescence his regiment was ordered home. In March he was assigned to further duty guarding German prisoners of war and remained there until August 22, when he returned home.

HIGH PRAISE FROM "JUDGE"

In the September 6 issue of "Judge" practically an entire page is devoted to a discussion of the new Emerson operatic records which were recently introduced by the Emerson Phonograph Co. This page is written by

**The Perfect Tone
Phonograph Attachment**
SOMETHING NEW

Every Victrola Owner Should Have One

A device improving phonographic tones by the absorption of mechanical vibrations due to the motor, etc. Will give the correct intervals of time between notes without mixing, takes away the metallic sound, and separates the accompaniment from vocalist or instrument; clears up the sharp edges in the records without rebound.

Does not disfigure the machine—being out of sight.

Dealers and Distributors solicited.

Sample sent \$4.00. Retail price \$8.00.

A. W. PEVARE

Patentee and Manufacturer

P. O. Box 2233

BOSTON, MASS.

ALL VICTOR ARTISTS**IN CONCERT**

SEASON 1919-1920

LEWIS JAMES

Tenor

ELLIOTT SHAW

Baritone

CHARLES H. HART

Tenor

WILFRED GLENN

Basso

COMPOSING

THE SHANNON FOUR

ALSO

HELEN CLARK

Soprano

ADA JONES

Soprano and comedienne

JULIUS SCHENDEL

Solo pianist

THE MCKEE TRIO

Violin, cello and piano

Arrange to have these artists appear personally in your city

Management Clinton Woodward

P. O. Box 14-Bronxville, N. Y.

"Disco," who uses space in his paper each week to discuss the offerings of the leading record manufacturers.

In his September 6 review Disco, referring to the Emerson operatic records, states in part: "The voices are surprisingly good. The orchestral accompaniments, under the direction of Arthur Bergh, are well up to standard, and Emerson operatic records bid fair to attain both popular and artistic success. Considering that they are double-faced and sold at the price of jazz and vaudeville records they are quite remarkable."

ILLUSTRATING FOREIGN RECORDS

Springfield Dealer Secures Dancer for Performance Explaining Columbia Foreign Record Supplement—Enthusiastically Received

SPRINGFIELD, MASS., September 8.—The Franz Yahn Service, Victor and Columbia dealers of

this city, had a very interesting feature program at the store on Court Square, illustrating the Columbia Foreign Record Supplement. By arrangement with one of the local theatres La Pelletreau, the Alsatian danseuse, gave an entertainment in the Grafonola department of the store every afternoon for a week, each day featuring a different dance in the costume of the nation portrayed. A stage was made in the center of the department and chairs were arranged around the room to allow the many patrons to witness the performance.

La Pelletreau prefaced each dance with a short explanatory talk outlining the story and the significance of the number. The Columbia Grafonola and records were used and among the numbers given were Greek, Egyptian, Algerian and Hawaiian. An especially dramatic portrayal was that of Ase's Death from the Peer Gynt Suite, which proved very popular with the music lovers of this city. Before each performance a number was given in the window.

CRESSEY & ALLEN

VICTOR WHOLESALERS

PORTLAND, MAINE

What Those Who Know Say of the Wall-Kane Needle

A Letter Received From
EARLE W. JONES,
Recording Laboratories,
662 SIXTH AVE., N. Y.

Mr. D. Tauher,
Progressive Phonograph Supply Co.,
145 West 45th St., N. Y.

Dear Mr. Tauher:—
Received your package of Wall Kane needles for which accept my thanks. I have played your needles exclusively for the past six months and find them superior to any other needles I have ever used. I shall be only too pleased to recommend the Wall Kane needles to all my friends.

Yours very truly,
EARLE W. JONES.

Mr. Jones is recognized in the industry as an authority on tone reproduction and recording.

A Letter Received From
MUNGER & LONG,
Department Store,
CAMDEN, N. J.

Progressive Phonograph Supply Co.,
145 West 45th St.,
New York, N. Y.

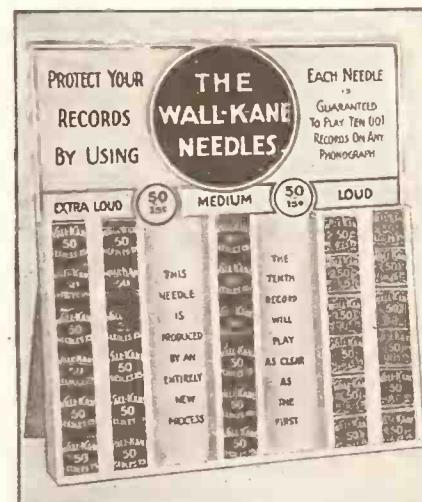
Dear Sirs:—
I take pleasure in enclosing herewith a letter which I have received from one of my most critical customers, himself a musician of considerable ability.

THOS. K. HENDERSON,
Manager Phonograph Dept.

Munger & Long,
Camden, N. J.

Gentlemen:—
Some time ago you gave me some needles with which to experiment at home. I do not, however, know their trade name. I was so impressed with their superiority over all other needles I have used that I could not refrain from writing my appreciation of them. Their salient feature is the reproduction of sound without over-tone. This I believe is the reason for the production of a sweeter, more melodious tone in the case of orchestrations and instrumental records. To be more specific the Solvey's Song record by Galli-Curci had a few rasping notes due to the over-tones produced by a mingling of the brass with some singing notes. This rasping disappeared entirely when played with the needle you gave me. Schumann-Henck's "Der Tod und da Tochter" never appealed to some of my friends because of some of the grating notes. When played with a new needle the singing was polished, smooth and musical. I believe, however, that the needle is unsurpassable in reproducing violin music. No other needle that I have used has ever been able to reproduce the characteristic violin bowing and the true violin tone like this one. I have not experimented with piano records but I imagine that with this needle the over-tones will be almost entirely eliminated, thereby producing the true piano tone. The secret of almost exact tone production I believe is due to the difference in the tonal waves brought about by the difference in the metal composition of the needle and the metal horn. Further experimentation along that line might be productive of even better results. Here's hoping that this will help stimulate an appreciation of good music among the hoipolloi.

Yours truly,
PHILIP WENDKOS.



The Wall-Kane needle is the highest grade phonograph steel needle and is scientifically prepared so that it is guaranteed to play ten records with the last record as clear as the first.

BEWARE OF IMITATIONS

This handsome colored metal enameled display stand holds 60 packages, 24 extra loud, 24 loud and 12 medium packages and costs the dealer \$4.60. (\$4.90 in the Far West) and retails for \$9.

JOBBING TERRITORIES OPEN

Progressive Phonographic Supply Co., Inc.
145 West 45th Street, New York

INCREASE OF SHIPMENTS HELPS TRADE IN BALTIMORE

Retailers in Talking Machines and Records See Some Hope of Taking Care of Demands—Various Departments Being Remodeled—Many Out-of-Town Dealers in City

BALTIMORE, Md., September 9.—Business with the talking machine dealers in this territory during the past month is all that could be expected. In fact, the majority reported that there has been a reawakening of buying, especially of records, and that in many instances the shipments of machines and records had showed much better than for some time past.

All of the jobbers here expect to receive better shipments of instruments during the coming weeks and are in an optimistic frame of mind over the business for the coming season. Many firms are either improving their departments or have just completed improvements which will make possible a better handling of their business, as well as making their places more attractive.

Business with Cohen & Hughes, Victor distributors, for August was very satisfactory, according to Elmer J. Walz, the new manager of the wholesale department. This firm is now out of the retail business entirely, having disposed of its Washington retail business as well as the retail business of its stores in Baltimore. Mr. Walz predicts big business for the coming months and says the receipt of machines has shown a slight increase. He does not think that the raise in prices will have the slightest effect on business. The firm is improving its headquarters by tearing out the rear of the first floor and providing a reception room and manager's office for the visiting trade. Mr. Walz entertained Arthur Wertheim, Thompson Bosee and Harry Hyman, the three road men of the firm, at a theatre party and dinner at the Belvedere as a sort of get-together feast. Among the visitors to Cohen & Hughes during the month were Messrs. Davis and Burkham, of Davis, Burkham & Tyler, Wheeling, W. Va.; Mr. Parker, of J. T. Morris, Portsmouth, Va.; Mr. Levy, of Ferguson, Lilienfeld, Lightfoot Corp., Norfolk, Va.; Mr. Shaeffer, of C. M. Siegler, Harrisburg, Pa.; Mr. Owen, of Hughes-Swan Furniture Co., Henderson, N. C.; Mr. Mendorf, of the Weaver Piano Co., York, Pa.; Mr. Phillips, of S. A. Phillips, Morgantown, W. Va.; J. Laupheimer, Annapolis, Md.; Mr. Schreyer, Milton, Pa.

William S. Parks, manager of the Columbia Graphophone Co. branch here, says that business, despite the lack of goods to meet the demand, showed a big increase over August of last year. He was in receipt of a wire from the factory, September 2, announcing that the factory force was now working night and day and that increased shipments of both machines and goods could be expected at almost any time. Already the receipt of goods is better than it has been. During August the entire stock of records of the firm was sold out. This was due to dealers being furnished a list of available records which could be shipped promptly and the orders came in quickly. Dealers have begun to educate their sales forces to sell the stock they have and not let customers walk out who seek some particular record which they have not in stock. Mr. Parks announces that Z. A. Jones has been added to the sales force, succeeding A. B. Creel, who recently was transferred to take charge of the Columbia headquarters at New Orleans. During the

month Mr. Parks made a trip through the South to look over business and finds plenty of business awaiting the Columbia product. Although the local Columbia headquarters is looking for larger and more commodious quarters to handle its ever-increasing business, the record department has just been rearranged for the handling of business in a more expeditious way.

A. P. Petit, the manager of the talking machine department of the Brunswick-Balke-Collender Co., has just returned from a trip through his territory. "All I want is the goods," said Mr. Petit. "I have orders galore, but cannot fill them all and I have a waiting list of firms who desire to take on the Brunswick. Just now the demand with us is for the high-priced machines and we cannot begin to supply the orders. A carload of machines received and unloaded one afternoon had been reshipped to

Here's a well-made cabinet



Singer

You will specify Singer cabinets for your phonograph proposition when you see their simple and graceful lines and note the high finish and master workmanship. The pure mellow tone produced by the Singer tone chamber leaves nothing to be desired.

Singer cabinets are sold at a price which admits an attractive sales proposition.

It is our aim to always have a limited number of the model here shown, and a few other attractive numbers, in stock for quick response to our customers' needs.

Illustrations of other stock models submitted on request.

Write today and we will show you why we should be your factory.

New Automatic Cover Support
Practical—Inexpensive
Fool Proof
Made in two different styles
No. 1 Fit Cover at any angle
No. 2 Hinge Plate bent to
Fit Cover
Samples on Request
Quantity Discount

AUTOMATIC COVER SUPPORT MFG. CO.
54 JONES STREET

NEWARK, N. J.

SINGER TALKING MACHINE CO.
MILWAUKEE **WISCONSIN**

dealers within 48 hours and we were just as bad off in the way of satisfying our customers as we were before the shipment was received."

William A. Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., Victor distributors, says that there has been just a slight increase in shipments from the factory, but that even with the goods scheduled it will not be sufficient to handle the business.

W. C. Roberts, manager of E. F. Droop & Son Co., Victor distributors, spent several weeks with Mrs. Roberts and their son on their annual motoring trip to the White Mountains. Business with the firm was good during the month and the receipt of goods showed a slight increase.

Jesse Rosenstein, of the National Piano Co., Pathé distributors, announces the appointment of R. R. Edwards as retail sales manager. Business with the firm was very good and the formal opening of the new headquarters of the company will take place the week of September 15. Belle Baker, who is popular in Baltimore and has made a number of records for Pathé, will be at the store personally during the week.

Harry E. Pearson, who for a number of years was the Cable Company representative in northern Wisconsin, is now associated with A. Budwise, Victor and small goods dealer. Mr. Pearson, who has been on the road for Budwise, is now sales manager for the firm during the absence of Mr. Budwise, who is in Europe.

Joseph Fink, of the Kranz-Fink Talking Machine Co., has placed an expert repair man in charge of his service department and is using newspaper ads featuring the fact with good results.

Isaac Potts, furniture dealer, 2126 East Monument street, is rebuilding his store and will establish an up-to-date Victor department on the first floor.

R. Ember, the East Baltimore street furniture dealer, has rearranged his first floor and is putting in a modernly equipped talking machine department.

Norman L. Kissling, the Belair, Md., druggist, has become a Columbia dealer.

Ansell & Moses have moved into their new downtown quarters on West Lexington street. The firm has not completed the reconstruction of the interior as yet, but expects to do so in about two weeks. During the week Abe Moses of the firm visited the Victor factory and also spent some time at the Educational convention of the Victor Co.

Sol. Friedberg, of the Columbia Grafonola Shop, Norfolk, Va., has left the Johns Hopkins Hospital, where he underwent an operation successfully.

George W. Thomas, Westpoint, Va., who opened a Columbia department in July with sixteen machines, sold out quickly and his next order was for 196 machines. He is most enthusiastic over business.

I. Son Cohen, of Cohen & Hughes, visited Pittsburgh last week and also made a trip to Philadelphia and Atlantic City.



COLLINGS & PRICE CO. TO MOVE

Victor Wholesalers in Newark, N. J., Lease Spacious New Quarters in the Plum Building

The Collings & Price Co., successors to the Price Talking Machine Co., 475 Washington street, Newark, N. J., have just leased the third and fourth floors of the Plum building, Clinton and Beaver streets, that city. Their new home gives them over 12,000 square feet of floor space and alterations are in preparation for the occupancy, and they hope to move into their new quarters early in October.

The plans call for several new features in the new home which are quite original and these include a service room, the forward part arranged as a window display to be frequently changed, and which it is hoped, will serve as an ideal for the visiting dealers. In the interior of the service room the regular models will be on display, and in addition all the latest advertising material, including signs, lights, hangers, banners as well as specialties. Closely connected to the service room will be an exhibition room used particularly for the showing of period models. There will be a room set aside for dealers' convenience where the telephone and stenographers will be at their call.

The whole interior will be finished in white, ivory and mahogany. VanVeen is making the installations.

OTTO HEINEMAN CO.

TO CHANGE NAME

Will Be Known as the General Phonograph Corporation After October 1—Jos. W. Harriman and Chas. E. Merrill on Board of Directors—Present Officers to Continue

After October 1st the present Otto Heineman Phonograph Supply Co., Inc., will be known as the General Phonograph Corporation, with resultant developments of distinct interest to the entire talking machine trade. The company will have outstanding \$1,500,000 in first mortgage serial notes and 90,000 shares of common stock of no par value.

The officers, directorate and executive staff of the company will remain as at present, with the addition of Jos. W. Harriman, president of the Harriman National Bank, and Chas. E. Merrill, of Merrill, Lynch & Co., the prominent bankers, to the board of directors. Otto Heineman will remain as president and general manager of the company.

It is stated that plans have already been developed for an even more rapid expansion of the business than has been recorded in the past, which will give added importance to this concern, recognized as one of the largest manufacturers of phonograph supplies not only in the United States but in the world.

ATTENTION

MANUFACTURERS

Send sample of your goods to

GEIER & BLUHM
Established 1906

Manufacturers' and Dealers' Instruments of Precision. Light Brass, Bronze, Steel and Gray Iron Specialties. Screw Machine Work. Quantity Production. Rigid Inspection. Accuracy and Durability are the main features of our products.

Let us figure on your requirements. We are willing to furnish labor and material or machine work only. Our prompt service, accurate work and low prices will surprise you. Send sketch blue print or sample to

JAMES GEIER
G & B Phonograph Department
TROY, N. Y.

DEALERS

We handle all good quality Phonograph accessories; the prices are fair and all articles have passed our regular factory inspection. Order all your accessories from us and be assured of prompt and conscientious service. If we are unable to supply you we shall refer you to only first-class houses.

Be sure and send us your address for our new and up-to-date Illustrated Catalog and price list. We have new hints for you every month without any obligation. Write to

JAMES GEIER
G & B Phonograph Department
TROY, N. Y.

RECORD ARTISTS OPEN SEASON

Noted Assemblage of Artists Who Make Records Heard in Texarkana—Their Program

TEXARKANA, TEXAS, September 15.—A large audience witnessed last night at the Grand Opera House the Sterling Trio, the Peerless Quartet, and several other of the most prominent record artists in the opening engagement of their season's tour. Henry Burr, tenor; Albert Campbell, tenor; John H. Meyers, baritone; Frank Croxton, basso; Billy Murray, tenor; Monroe Silver, monologist; Fred Van Eps, banjoist, and Frank Banta, pianist, are those who compose the "famous record artists."

The popularity of these artists seems to be as great this season as last season, when the houses were overcrowded wherever they played.

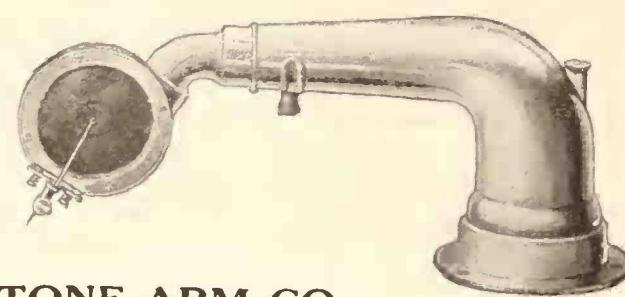
According to their manager, P. W. Simon, these artists are booked to play every night for the rest of September, playing one night each in the following cities: Marshall, Texas; Shreveport, La.; Port Arthur, Texas; Houston, Texas; San Antonio, Texas; Austin, Texas;

THE
"Lewis" Tone ArmUniversal Feature
—Spring Balance

Your tone arms—do the castings show cracks—or perhaps poor nickel plating—are they assembled in a haphazard fashion? If so, then try the "Lewis".

THE LEWIS TONE ARM CO.

154 Nassau Street



New York City

Waco, Texas; Fort Worth, Texas; Dallas, Texas; Tulsa, Okla.; Oklahoma City, Okla.; McAlester, Okla., and Muskogee, Okla.

TO OPEN IN MOUNT PLEASANT

The Mount Pleasant Co., Mount Pleasant, Mich., under the management of E. G. Westfall, will open a talking machine store carrying Columbia Grafonolas and records. The store will be located at 214 East Broadway.

You Can Sell This Phonograph

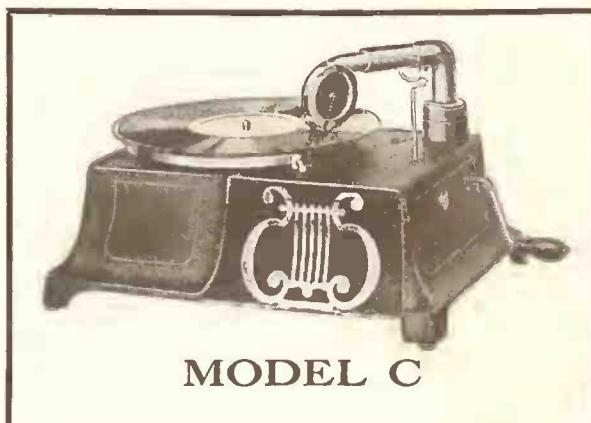
The GARFORD Model C Phonograph is recognized by progressive dealers as one of the best sales propositions in the phonograph field. There are unlimited sales arguments that can be advanced in behalf of this successful phonograph.

THE GARFORD MODEL C

Retails

at

\$15



Retails

at

\$15

The GARFORD Model C is a high-class phonograph constructed of quality materials and guaranteed to give absolute satisfaction and excellent service.

Our Dealer Proposition is Unusually Attractive

THE GARFORD MFG. CO.
ELYRIA, OHIO

EMERSON EMPLOYES INSURED

Company Announces Plan of Insurance for All Employees—Protects Employees Without Cost

The Emerson Phonograph Co. advised its employes this week that it had made arrangements with the Travelers' Insurance Co., of Hartford, Conn., to insure for \$1,000 the lives of Emerson employes who had been associated with the company for six months or more on August 1st. A yearly insurance of \$300 will be added automatically on each anniversary of the date when the employee was insured, until a maximum of \$2,500 is reached. The new employes will be insured when they complete six months of service and their continued service will entitle them to the increasing amount of insurance benefits outlined.

This insurance is provided at the expense of the Emerson Phonograph Co., and is voluntary on the company's part. In a letter to the employes announcing this important arrangement, the company states that its success may in no small degree be attributed to the loyalty and efficiency of its employes and in appreciation of their earnest and faithful service the arrangements for this insurance were consummated.

BUY PLANT OF AUDION CO.

Acme Phonograph Corporation of New York Secure Plant and Manufacturing Facilities of Audion Co. at Boonton, N. J.

The Acme Phonograph Corporation of New York City have announced that they have bought the entire plant and manufacturing facilities of the Audion Phonograph Co. at Boonton, N. J. This plant is modern in every respect and will add considerably to their facilities.

They announce that the demand for the Acme products, motors, tone arms and reproducers has necessitated these increased facilities. They further announce that they will continue to manufacture the Audion products along with their own and will also manufacture the Acme Recordophone, a home recording machine.

NEW SONORA ELITE PLEASES

First Shipment of New Model Brings Enthusiastic Praise From the Sonora Dealers

The new Sonora Elite, the first shipments of which left the factory last month, has been received most enthusiastically by those dealers fortunate enough to secure a sample of the new model. Not only has the grace and refinement of the cabinet design proven particularly pleasing, but the various features of the standard equipment included in the machine have come in for much praise. The new model Sonora Elite retails at \$260, and the indications are that it will prove one of the most popular machines in the Sonora line.

OTTO A. GRESSING IN NEW YORK

Otto A. Gressing, of Vista phonograph fame, Port Washington, Wis., was in New York during the month and visited the New York distributor for the Vista, A. M. Druckman, 16 West Thirty-ninth street. He was in an optimistic mood regarding business generally, particularly the prospects for an enlarged appreciation of the Vista product in the East.

EDISON CO. INAUGURATES IMPORTANT TONE-TEST SERIES

Recitals by Amy Ellerman and the Fleming Sisters Trio, in Enid, Okla., last Monday night marked the opening of the 1919 series of tone-test concerts, the most pretentious ever arranged by Thomas A. Edison, Inc.

A famous array of talent will appear in 1,500 of these recitals in the United States and Canada before Christmas. The list includes a number of well-known and most successful American artists.

Among the new artists to be presented for the first time in tone-test recitals are Mario Laurenti, who a few years ago left Italy as one of the bright stars in Italian opera and arrived here unheralded in America. Within a short time he had become famous in American operatic circles and was adjudged one of the world's great baritones. To-day he holds Amy Ellerman, Leola Lucey, Mario Laurenti and the Fleming Sisters Trio in enviable position as the youngest successful baritone of the Metropolitan Opera Co.

Leola Lucey, who is known to every New York critic as a star of the first magnitude in musical comedy, will also make her first appearance in tone-test concert work during the coming season.

A certain number of tone-test programs have been made more interesting by including groups of songs with piano accompaniment and by the offering of joint recitals by singers, pianists,



actors and a whistler, thus offering a widely varied program.

This year the Edison laboratories have been overwhelmed with requests from dealers in all parts of the American continent for tone-test concerts, which necessitated the addition of new artists to the already large and noteworthy group of Edison talent.

This fact evidences the conviction of Edison jobbers and dealers that the tone test is an incomparable medium for proving the superiority of the New Edison.

CLEVER WINDOW DISPLAY

Designed by R. R. Kelly, Brooklyn Representative of the New York Talking Machine Co.

R. R. Kelly, Brooklyn representative of the New York Talking Machine Co., recently designed a very clever window display which takes up the entirety of an eight or ten foot display window. It consists of "Old King Cole" sitting in his chair with his two pages in front of him bearing a Victrola and two pamphlets, one "The Education of the Child" and the other "Child and Music," which are placed in front of the display. In its entirety the window display is most attractive because of its originality and high coloring, and at the same time puts across a powerful argument on the Victrola as an educator of music to the child.

NEW CONCERN IN DES MOINES

Des Moines, Iowa, September 8.—A new concern, named the National Phonograph & Supply Co., has just been formed in this city to manufacture a record repeater. The company will manufacture this product in Des Moines and its executive offices will also be located in this city. The executives are local business men who are planning to give their entire time to producing this new device.

INSTALL PHONOGRAPH DEPARTMENT

A. M. Druckman, wholesale furniture dealer, formerly located at 16 West 39th street, New York, has moved into his own building at 136-140 West 23rd street, New York, a six-story structure, 72 feet wide by 100 feet deep. In addition to various lines of furniture, Mr. Druckman will install an elaborate wholesale phonograph department, and will give special attention to distributing the Vista.

Grand Rapids is planning to have another talking machine show in January and preparations are already under way.

For the Great Victory Christmas

STOCK Talking Books for the biggest Christmas demand in years! The public is going to make up for the heartache of war time by blowing the lid higher than a kite! Plenty of money to spend—no war-time restrictions—and Talking Books are exactly what they want for the kids!

TALKING BOOKS

A PHONOGRAPH record in a new guise. It is a storybook brilliantly illustrated to appeal to the juvenile taste and contains a newly invented "flexible" disc record which tells the tale; book, pictures and all being put on the talking machine. Order Talking Books now, and you'll be making the same wise move as such dealers as

John Wanamaker, Philadelphia
and New York

Marshall Field, Chicago
Hallet & Davis, Boston
Macy's, New York
J. L. Hudson Co., Detroit
La Salle & Koch, Toledo
and countless others.

Discount is 1/3 off and over, according to quantity. Attractive display material goes with your shipment. Don't lose another day of Talking Book profits! Order today!

TALKING BOOK CORPORATION

1 West 34th Street (at Fifth Avenue)
NEW YORK CITY

Sole Distributors for the Dominion of Canada.
TALKING BOOK COMPANY, LTD.,
95 King Street, East,
Toronto, Canada.

Exclusive Export Distributors.
EMERSON INTERNATIONAL, INC.,
180 Broadway,
New York City.

TALKING BOOK CORPORATION,
(Western Division),
608 So. Dearborn St.,
Chicago, Ill.



NEW ISSUES EVERY MONTH

Among the big sellers are:

Santa Claus.....	25c
Raggedy Man.....	25c
Bear	25c
Choir Boy.....	25c
Locomotive	25c
Watermelon Coon.....	25c
Alligator	25c
Talking Parrot.....	25c
Roaring Lion.....	25c
Uncle Sam.....	25c
Mother Goose Games.....	\$1.25
Fairies Festival.....	\$2.00
Hollikids	\$1.50
Twilight and Dawn in Birdland.....	\$2.00

(And many more)



AN ORGANIZATION OF CHARACTER

Some Substantial Reasons Given Why Three Thousand Dealers Are Selling the Mandel Phonograph With Success in Their Domain

CHICAGO, ILL., September 10.—Some time ago the Mandel Mfg. Co., Inc., asked in the Talking Machine World advertisement this question—Why are 3,000 dealers selling the Mandel?

A man familiar with the workings of the organization answered this question as follows: "In any line of business 3,000 dealers is considered a great many, and when it is realized that the unit of sale of the Mandel phonographs is so large it is a tribute to its value to have 3,000 dealers selling the line.

"Naturally, this accomplishment could not be achieved in a short time, and it is interesting to note the Mandel Co. has been making phonographs for quite a few years. The Mandel carries a guarantee with it of a service that possesses many excellent features, as the endorsement by its many dealers proves.

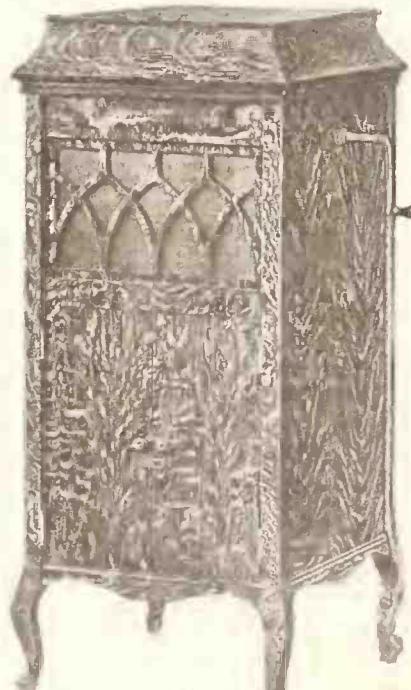
"Another feature that is of interest is that the

IMMEDIATE DELIVERIES



No. 200

DELIVERIES at once of these two beautiful models. Made by master workmen. Equipt with best quality Heineman Motors and Universal tone-arms.

QUALITY THROUGHOUT
Cabinets of Genuine Mahogany and Quartered Oak

No. 100

Address
LIPMAN & MELNIKER
116 W. 39th St. New York
Sole Selling Agent for
MONROE MFG. CO. Bloomsburg, Pa.

A Wonderful Success!

The "Best" semi-permanent
Stylus

NO SCRATCH

NO HISS

Plays 100 to 300 Records

Cranking on Tone, who have used every needle, are now perfectly satisfied with The Best Stylus.

Write now for free samples, attractive discounts and descriptive circulars which we furnish for your mailing list.

The Ansonia Needle Co.

Ansonia

:-

:-

Conn.

Mandel is manufactured in its entirety in its own factory. Every part is produced under specific directions and blue prints of experts, and there is no division of responsibility. In other words, the machine carries the Mandel guarantee because the company knows that it is made right.

"The dealer is in rather a peculiar position. Often he is located in small cities and towns,



The Mandel Mfg. Co.'s Plant

and if he sells a machine that is giving satisfaction he will build a business in quick time. But, if the machine does not give every ounce of satisfaction necessary, he is so well known that poor goods are a great handicap. It is one thing to sell phonographs in large cities, and another thing to sell and keep them sold in a small town where many people call the dealer by the first name.

"The Mandel propaganda has all been based upon the fact that the machine is a 'first-name machine.' Dealers and purchasers like it so well that they become instantly attached to it. There is no so-called trial period of getting acquainted. The phonograph speaks for itself, and it speaks so well that it gets good answers from all classes of purchasers."

The illustration on Page 72 shows Model No. 3, which is one of the leaders of the company. This style is made in mahogany, golden or fumed oak, dimensions being 49½ inches in height; depth 24 inches and width 23 inches. There is a 12-inch velvet-covered turn-table; double spring, worm-driven motor; tone modifier, three metal removable needle cups in motor board; felt-padded indexed record compartment for fifty records; two shelves for record albums and five ten-inch records may be played with one winding.

Back of the Mandel phonograph is an organization of character that understands the problems of the merchants of today. Manuel Mandel, Louis Mandel and Jack Mandel are each actively supervising the various departments in both

their Chicago and Benton Harbor plants, and by thus keeping in close touch with the manufacturing divisions are enabled to see that the high standard which marks their product is maintained throughout.

M. B. Silverman, at the head of the sales organization, tries at all times to understand the dealer's viewpoint, and by close co-operation with his selling force has in a large measure been responsible for the creation of more than 3,000 active accounts.

TAKES OVER KEWANEE STORE

The Ogle Music Co., Kewanee, Ill., has taken over the entire stock of talking machines of the Kewanee Music Co. and has moved to the Ogle store at 219 West Second street. Miss Grace Van Courten has been appointed manager of the talking machine department.

"The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO
Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

TALKING MACHINE SURVIVES CRASH

Machine Being Carried by Airplane Crashes to the Ground but Is Still Able to Play Records as Well as When it Left Factory

TORONTO, ONT., September 1.—On Tuesday morning at 9 o'clock a fast airplane owned by International Aerial Transport Limited left Toronto for Hamilton. With it went a unique cargo—Gerhard Heintzman phonographs, new from the factory and destined for the well-known Gerhard Heintzman store in Hamilton. In charge of this shipment was Mrs. Armand Heintzman, wife of the vice-president and general manager of Gerhard Heintzman, Ltd., the first lady passenger in Canada to fly in an airplane carrying freight.

A few minutes out from Toronto, with the airplane flying at an altitude of 500 feet, one of the phonographs became detached and fell overboard.

The trip was completed in 42 minutes. Immediately Mrs. Heintzman telephoned Toronto and informed the factory of the accident. When the phonograph was located it was found that the packing case had been damaged considerably, the cabinet of the phonograph scratched and the lid loosened. Brought back to the factory the phonograph was placed in the testing room and played without yielding trace of the terrific treatment it had undergone.

The camera has recorded pictures of the remarkable event, of the starting of the flight and the arrival, of the finding of the phonograph, of the results of this astounding accident. These pictures were on exhibition at the Gerhard Heintzman booth at the Toronto Exhibition and in addition demonstrations were made on this identical phonograph, victim and conqueror of this sensational airplane flight, exactly as it was picked up.

J. D. Bright, of the Cleveland Columbia branch, recently won the contest for the highest record in the sale of bubble-books.

A. G. FAROUHARSON HONORED

Appointed Secretary of the Music Trades Association of Southern California

Los ANGELES, CAL., September 3.—The Music Trades Association of Southern California, which a few months ago succeeded the Retail Talking Machine Dealers' Association, met this afternoon at the Wiley B. Allen Co. store and named A. G. Farquharson as the Association's business secretary. The members were called together at the request of the committee previously appointed to recommend a man for the position and the selection of Mr. Farquharson was speedily confirmed. He has been connected with the Los Angeles branch of the Columbia Graphophone Co., in the capacity of city salesman for several years, and is unanimously regarded as an excellently qualified man for the work which the Association expects of the secretary. He is to take up the work the 1st of October. He is employed on a salary and is to maintain a business office and a stenographer.

The other officers of the Association are John W. Boothe, president; Edward A. Geissler, vice-president; Geo. H. Barnes, treasurer, and Harold Jackson, honorary secretary.

At a special meeting on August 26 the Association adopted a resolution recommending and requesting that each member write to the Congressman from this district asking his support in the repeal of the war tax on music. This action was taken in response to the published recommendation from Geo. W. Pound, general counsel of the Music Industries Chamber of Commerce.

A new store has been opened in Chicago on Western avenue by the Greenstone Talking Machine Co. This store will be retail.

The Music Service League, 103 Park avenue, New York, has delivered up to the present time 200,000 records to soldiers and sailors.

VICTOR-STARR SUIT HEARD

Court Reserves Decision on Application for Preliminary Injunction for Alleged Infringement of Patent—Briefs to be Filed

The suit of the Victor Talking Machine Co. against the Starr Piano Co., for alleged infringement of the Johnson Patent Number 896,059, covering certain principles of lateral cut record production, came up for a hearing before Judge Mayer in the United States District Court, Southern District of New York, on September 3rd, on a motion for a preliminary injunction. The suit was originally entered on June 24th of this year, and is regarded as a most important one by the trade generally.

After a preliminary argument by the counsel on both sides, Judge Mayer reserved decision and allowed until September 22nd for the filing of briefs by both plaintiff and defendant.

NO CHANGE IN CORPORATION NAME

On another page of this issue of The World appears a news item announcing the change of name of the Talking Book Corp. to the Graphite Mfg. Co. This item appeared in the New York newspapers in August, but we have just been advised that it was incorrect and that the name of this well-known company still remains the Talking Book Corp. As the trade knows, this concern manufactures a complete line of talking books, dolls, animals, etc., and it has achieved phenomenal success, placing the line with the best known talking machine dealers.

TO WHOLESALE EXCLUSIVELY

It is announced that the Victor Talking Machine department of Charles H. Ditson & Co., New York, has discontinued its retail section, and in the future will sell only at wholesale. The department is under the management of P. E. W. Carlson, who was largely instrumental in having the retail business discontinued in favor of the wholesale.

The Phonomotor

An approved standard electric equipment for the high class phonograph.

Guaranteed satisfactory in every unit.

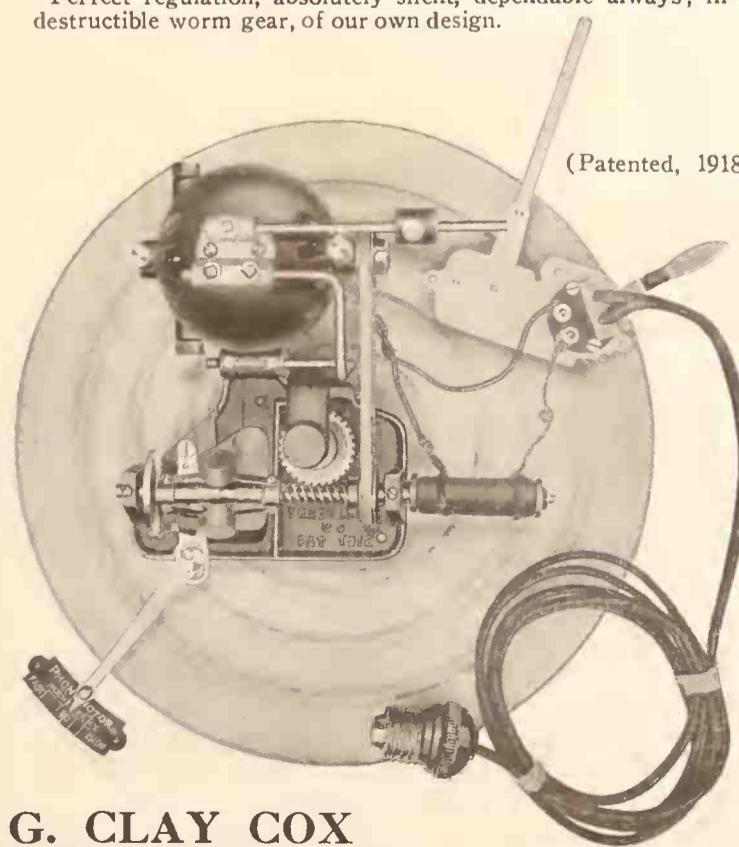
Complete in every detail, ready for immediate use; including automatic stop.

Universal for 110 a.c. or d.c. currents and may be adapted for 220-volt circuits.

The only electric equipment provided with a device for eliminating the hum of the motor upon a.c. currents.

Perfect regulation, absolutely silent, dependable always; indestructible worm gear, of our own design.

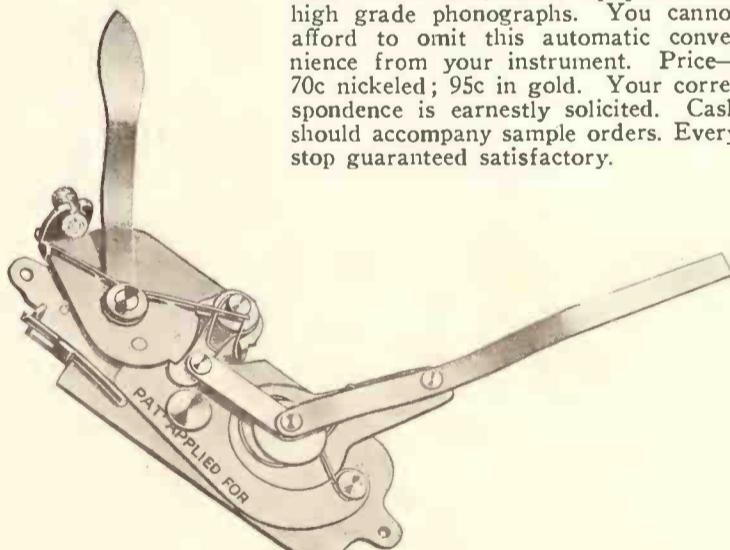
(Patented, 1918)



G. CLAY COX

The Phonostop

Has become a standard equipment for high grade phonographs. You cannot afford to omit this automatic convenience from your instrument. Price—70c nickel; 95c in gold. Your correspondence is earnestly solicited. Cash should accompany sample orders. Every stop guaranteed satisfactory.

**Spring Motors**

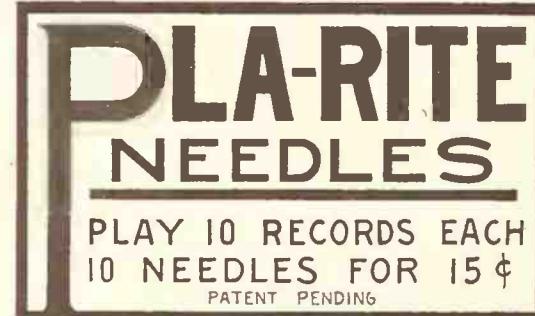
To the trade requiring the *most perfect* spring motor, suitable for the highest class of equipment, we have developed a spring motor of excellence equaled by none; longest, heaviest and best made springs obtainable; perfect regulation; fewest parts, and interchangeable. Guaranteed satisfactory. Your correspondence earnestly solicited, and samples submitted to reliable companies upon request. The design of this motor is beyond criticism, approved by competent engineers, manufactured under our personal supervision and no expense spared to make this motor the most perfect, in conception, materials and workmanship.

73 State Street, Rochester, N. Y.

RITE TONE NEEDLES



Adopted After Oct. 1 5.



Discontinued After Oct. 15.

JOBBERS

CHAS. C. ADAMS CO. Peoria, Ill.
IRWIN PAPER CO. Quincy, Ill.
WALTER S. GRAY,
942 Market St., San Francisco, Cal.
AMERICAN NAT'L COMMERCIAL CO.,
29 Broadway, New York City
79-83 W. Monroe St., Chicago, Ill.
PHOENIX TRADING COMPANY,
1265-69 Broadway, New York City
E. R. GODFREY & SONS CO. Milwaukee, Wis.
R. S. DUDLEY New Haven, Conn.

SACH & CO., 425 So. Wabash Ave. Chicago, Ill.
J. H. C. PELERSERIS SONS CO. Davenport, Ia.
STAR PIANO CO., 1228 E. 63rd St. Chicago, Ill.
ARROW SUPPLY CO.,
57 E. Jackson Blvd., Chicago, Ill.
THE GOODWIN SPECIALTY CO.,
119 Locust St., St. Louis, Mo.
T. & H. SPECIALTY CO.,
P. O. Box 1111, Charleston, W. Va.
THE REPEATOGRAPH CO.,
664 W. Randolph St., Chicago, Ill.

SOME NEW EMERSON ARTISTS

Walter Scanlan, the Six Brown Brothers, Rudy Wiedoeft and Cal Stewart Among Artists Who Will Make Emerson Records

To its ever-growing staff of artists the Emerson Phonograph Co. has made additions during the past few weeks of a number of popular and well-known artists, among whom are Walter Scanlan, Six Brown Brothers, Rudy Wiedoeft and Cal Stewart. Another group of popular artists will be announced by the company in the very near future.

Walter Scanlan has achieved unusual success in light opera, having sung the leading role in Victor Herbert's play "Eileen," which was in



Walter Scanlan

fact written for him. During the past season Mr. Scanlan appeared in "Somebody's Sweetheart" and this fall he will be featured in a new production.

The Six Brown Brothers hardly need an introduction, as they have appeared in many of the most successful musical comedy and spectacle productions along Broadway in recent years. They scored a record-breaking hit in the Hippodrome shows, in "Jack O' Lantern" and

in "Chin Chin," and it is probable that in the near future they will have a show of their own. These artists have been playing the saxophone steadily for about twenty years, and their new Emerson records will undoubtedly receive a hearty reception from Emerson dealers everywhere.

Rudy Wiedoeft is a native of Los Angeles and after appearing as a headline act on the Orpheum Circuit joined the Marine Corps Band. His saxophone playing with this band won for him an enviable reputation, and he then became a member of the famous Washington Band, where he made such a record that he was transferred to the President's Marine Band at the Capital. During the early part of the war Mr. Wiedoeft organized a company of Marine Band musicians, and toured the West for the Red Cross, netting \$50,000. He is one of the foremost saxophone players before the public today.

RETAIL QUARTERS PROVE POPULAR

PHILADELPHIA, PA., September 4.—The Solotone Manufacturing Co., of this city, report that their retail warerooms in the heart of the shopping district, at 1727 Chestnut street, are proving very popular to Philadelphians. The wholesale department is also reported to be very busy and the company is rapidly approaching full production at their local plant at Lititz, Pa. Manufacturing facilities are constantly being enlarged to insure deliveries of instruments.



The Six Brown Brothers

DES MOINES DISTRIBUTING CENTER

Des Moines, Ia., has been chosen as the central distributing point of the National Phonograph & Supply Co. The officers of this concern are Glenn A. Bailey, Lee Lightner, W. Henry Fink, Rolley R. Bailey, F. A. Simpson and son and Maurice M. Feldman.

CADILLAC FOR BARTELSTONE

D. Bartelstone, head of the Lucky 13 Phonograph Co., recently purchased a seven-passenger Cadillac. In addition to this new car being for family use, it is understood that the new automobile may be requisitioned by the executives of the company to entertain visiting manufacturers and dealers.

J. M. Banks has opened a music store in Rensselaer, Ind., to handle talking machines.

If We Have it, it is Yours With the Least Possible Delay

The great transportation facilities of Albany form the main reason for our location in the Capital City. If the goods are in stock we can get them to you quickly.

*Seven Railroads
Two Barge Canals
One River*

FROM US TO YOU

Remember—

ALBANY
"for capital service"

THE GATELY-HAIRE CO., Inc.

Victor Distributors

121 N. PEARL ST.

JOHN L. GATELY, Pres.

ALBANY, N. Y.





Sure Fire Money Makers for Phonograph Dealers Sure Sales and Profits Hit the High Spots with Okeh Records

10 Reasons Why OKEH RECORDS Are Unsurpassed

Okeh Records are meeting with extraordinary favor throughout the entire country.

Okeh Records fill a long-felt want, because they are in a class by themselves.

Okeh Records are of the famous Hill and Dale cut, acknowledged by experts to be the best.

Okeh Records can be played on any phonograph equipped with a universal tone arm.

Okeh Records can be played with either a Steel Needle or Sapphire Ball.

Okeh Sapphires are best.

Okeh Records have no rivals. Their purity of tone, clearness of definition, amplitude of volume and minimum of surface noise distinguish them from any other record on the market.

Okeh Records are 10-inch double-faced and retail at 85c. Every number an A1 seller.

Okeh Records comprise all the latest and most popular hits—hence the great demand and big re-orders.

Okeh Records spell quick sales and a large turnover—something to interest you, Mr. Dealer.

Okeh Records are O. K., from every possible viewpoint. You'll say so too.

You get our Monthly Service, which includes Advertising Material, such as Hangers, Bulletins, Window Strips, Easels, Catalogs, etc.

Send for sample order and write for particulars

Wade Talking Machine Company

Wholesale Distributors

12-20 NO. MICHIGAN AVENUE

CHICAGO



ROBERT R. SOUDERS RETURNS

Well-Known Talking-Machine Man In New York After Making Splendid Record in England, France and Germany

Among the visitors to The World sanctum last week was Robert R. Souders, the well-known talking machine manager, who left New York in June, 1918, for service with the Y. M. C. A. forces in the war zones. He spent six months in England and the balance of the time in France and Germany. Since the close of the war he has been in charge of the Rhine River excursion steamers in the capacity of Divisional

Secretary and lecturer. He saw service with the Fighting Third or Marne Division, and of course was quite enthusiastic about the magnificent "win or die" spirit of the boys who were in France. Mr. Souders returned on the transport "Zeppelin" on September 25th, and a few days later left New York to visit his wife and children in Spokane, Wash. After a few days' rest Mr. Souders will journey to the Mexican front on special service for the Y. M. C. A.

The many friends of Mr. Souders will be delighted to know he is feeling in splendid shape and he will doubtless return to the talking machine fold as soon as the needs of his country lessen.

EXPLOITS WESER TALKING MACHINE

Folder Being Distributed by Weser Bros. Tells Interesting Facts Regarding This Machine

Weser Bros., Inc., 524 West Forty-third street, New York, have just issued a new pamphlet on the Weser talking machine, which is now being distributed, showing four of the attractive Weser models with a description of each. There is also shown a reproduction of the tone-arm, demonstrating how it may be used for Victor, Columbia and Edison records. Another illustration shows the automatic stop which is found on models 8 and 9.

MOTORS

Our New No. 10 is a Motor of Superior Quality

IMMEDIATE DELIVERIES
IN LARGE AND SMALL QUANTITIES

Read the Specifications and Order—NOW

Beveled gear noiseless winding.

New ratchet device that prevents clicking.

Bakelite intermediate gear—absolutely silent.

Plays five 10-inch or three 12-inch records at one winding.

Cast iron nickelized frame.

Powerful, durable, compact, accessible.

Built especially for the highest-grade machines. Guaranteed in every minutest detail.

The perfection of mechanical genius as applied to the phonograph motor.

Ask for Specifications on No. 12 and 22

Butterfly Phonograph Motor Corp., 243 W. 17th St., New York

FOR OCTOBER WINDOW DISPLAY

Dealer Service Department of Columbia Co.
Suggests Attractive Window for October

The dealer service department of the Columbia Graphophone Co., New York, has just issued a general synopsis of its October window display. The general theme and tone of this display is based on Columbia national advertising for the month, constituting a direct tie-up



Suggestion for Columbia Window
to magazine and newspaper copy that the company is using, not alone in the centerpiece but throughout the entire set.

Columbia national advertising for October features the slogan, "Happy Music from Footlight Land," and the following well-known Columbia artists are portrayed in characteristic poses on individual, dark background cards, out-

lined with a spotlight of yellow: Billy Murray, Harry Fox, Nora Bayes, Wheeler Wadsworth and Al Jolson. This theatrical atmosphere is particularly apropos of the October Columbia list. The centerpiece is so constructed that its use with a Grafonola is necessary, and it is suggested that the E 2 or the F 2 will show it off to best advantage.

Accompanying this synopsis of the October window display was a photograph of a special Grainger window, and the Columbia dealer service department suggests that dealers prepare one of these special windows to feature the Grainger records. The basis for this display is an artistic Grainger poster that is one of the most attractive issued by the Columbia Co. in recent years.

APPOINTED MANDEL DISTRIBUTOR

F. S. Harmon & Co. Become Pacific Coast Agents for Mandel Talking Machines

CHICAGO, ILL., September 8.—The Mandel Mfg. Co., Inc., has announced that F. S. Harmon & Co., Pacific Coast jobbers, with stores and warehouses in Seattle, Spokane, Tacoma and Portland, have been appointed Mandel distributors for Washington and Oregon. The factory in this city, which manufactures tone arms, reproducers and motors, has quadrupled its output during the past year to balance the output of the cabinet factory at Benton Harbor, Mich. Within the next month the company expects to announce a new automatic stop, which is said to be a decided improvement.

NEW JOBBERS FOR PENN VICTOR DOGS

PHILADELPHIA, PA., September 10.—The Penn Phonograph Co., Inc., producers of the miniature plaster of paris Victor dog, announces that the Badger Talking Machine Co., of Milwaukee, Wis., and Collings & Price, of Newark, N. J., have been added to the number of Victor distributors, also wholesaling this novelty.

Automatic Change of Weight

(Patent Applied for)

An Exclusive Feature of
**Parr
Central
Universal
Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm, and the only one having this very important improvement.

OTHER IMPORTANT FEATURES

Length of tone arm required should be specified when ordering.
Needle change is facilitated by rotating sound box, which returns to normal position.

Needle always takes same position in playing any type of record, setting in direct center.

Supplied with either mica or Vibratone diaphragm, but the latter is recommended if superior tone quality and volume are desired.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.

Main Offices: 100-108 West 23rd St., NEW YORK

Factories: New York City—Latrobe, Pa.

THERE IS A CERTAINTY ABOUT THE QUALITY OF UDELL Record Cabinets

that increases the satisfaction in the design and finish of the various styles.

This Trade Mark is the guarantee backed by years of making good with popular cabinets like this—



NO. 1403

[Horizontal Shelves
For New Victrola IX-A]

Height, 34½ in. Width, 19½ in. Depth, 22¾ in. Holds 10 Victor albums. Mahogany or Quartered Oak. Average weight, crated, 95 pounds.

[If vertical interior is desired, order No. 403.]

[When felt interior is desired, ask for No. 403F.]

IMPORTANT NOTICE
Cabinet 1403 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX-A in. It works very easily and makes a splendid outfit.

The Udell Works

1205 28th Street

INDIANAPOLIS, INDIANA

HOUSING PROBLEM WORRYING DETROIT BUSINESS MEN

Lack of Sufficient Homes May Have Some Effect on Talking Machine Sales, Is Belief—Present Demands for Instruments Breaking Records—What the Leading Dealers Are Doing

DETROIT, MICH., September 5.—This city is building new homes and apartments in every section and yet at this very time there was never a greater scarcity of places to live. Landlords are raising rents, and while people are resenting the increases that range from 20 to 80 per cent, they are helpless to do anything, as there is "no place to go." Indications are that the coming fall and winter will see the greatest home shortage in the history of Detroit, and many families will be compelled to either double up or pay the high rents. This may have some effect on the talking machine business because many people will have to go "rooming" and will not be able to conclude plans for increasing their household furniture, including a talking machine. Nevertheless, while this condition will surely prevail, the demand for talking machines this fall will be so great that dealers will never notice the business they are losing as a result of the home shortage. Dealers say themselves that it is remarkable the way trade is holding up and continues to pile up. Larger down payments than ever are being demanded, the monthly payments are also larger, and yet collections were never better. There seems to be plenty of money regardless of the high cost of living.

At the State fair this year there were less exhibitors than ever in the talking machine line, only two recognized dealers being represented—Grinnell Bros., who had a large exhibit displaying Victrolas and Victor records, and the Starr Piano Co., displaying Starr phonograph and Starr records. Those in charge of both displays said they sold considerable goods and also landed many excellent prospects.

The Detroit Piano Co., which moved last month from Broadway to 1005 Woodward avenue, is carrying a full line of Columbia gra-

nolas and records, in addition to its full line of player-pianos and uprights. F. M. Ramsdell, president and general manager of the company, says the move was an excellent one, as it has already been proven. The particular section where he is located is fast becoming the new "gay white way" of the city and within a few years it will be as congested with shoppers as the downtown sections.

The Pathé Shop, on Broadway, is having the greatest business in its history. The store now ranks with the most attractive in the city. There are many demonstrating booths and at all hours of the day there seems to be a good crowd in the store buying machines and records. The store is owned by the H. N. Ness, Inc. Pathé goods are jobbed in this territory by the firm of Williams, Davis, Brooks & Hinckman Sons.

Grinnell Bros. are getting ready for big business on the Red Seal records of Farrar, Kreisler and Braslaw, which artists are coming to Detroit for recitals on October 13, October 27 and November 24 respectively. In connection with their appearance Grinnell Bros. plan special advertising and window displays in order to reap full benefit. Other Victor dealers will no doubt take full advantage of the personal appearance of these artists also by special publicity.

The Artonian Piano Co., 50 Grand River avenue west, this city, is doing a nice business with the Steger line of phonographs. We might add that other piano stores handling talking machines made by piano manufacturers, such as the P. A. Starck Piano Co. and Bush & Lane Piano Co., report a brisk sale. They are handicapped of course by the lack of records, but other record stores get the benefit.

Burton Colver, who represents the Cheney talking machine, has returned to New York after

Plays any make record

THE NEW
REGINA
DE LUXE

NATURE'S
NATURAL TONE ©

PHONOGRAPH

Made by manufacturers of musical instruments of the highest grade for over a quarter of a century

A GOOD PROPOSITION!
Write for Territory

THE REGINA CO.

47 West 34th Street
NEW YORK, N.Y.

209 S. State Street
CHICAGO, ILL.

spending several weeks in Detroit with his family, combining business and pleasure.

Max Strasburg, who handles the Victor and Columbia line, is building up a very large business in records. This seems to be a specialty with the Strasburg shop, which probably carries one of the largest assortments in the city.

The J. L. Hudson Co. has had a big business the past thirty days on the Cheney talking machine, and a large order was placed with Burton Colver when he was in town a few weeks ago.

Model
145

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

Dealers

There are some communities where the Brooks is not represented effectively as yet. Perhaps yours is one of these. There is as much profit and satisfaction in selling the Brooks as there is in owning it.

The Repeating Device

The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob.

Model
165

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

There are three Brooks models, of different sizes, all beautifully carved and finished. Each style may be had with electric motor, if desired.

Model
250

Brooks
The
Wonder
Instruments.

Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

AM I THE MAN YOU ARE LOOKING FOR? Eighteen years actively engaged in the talking machine business. Wholesale and retail experience. Manager of three large retail stores. Conversant with the Victor, Columbia and Edison lines. Twelve years with the present concern. An aggressive, hustling live-wire who can show results. Well known among the trade. Address "Box 662," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

SITUATION WANTED—Dealer Service and advertising associate executive of big corporation seeks negotiations for position with manufacturer of phonographs or accessories. Large calibre man at minimum working wage. Address "Box 687," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A salesman to travel in almost any part of the country. Will be paid a drawing account against commission. Prefer a man who, at present, has a considerable acquaintance with talking machine dealers in some particular section of the United States. Fine chance for a live wire that has confidence in his own ability to produce. Address "Box 689," care The Talking Machine World, 373 Fourth Ave., New York City.

MY firm can use the services of a good, live salesman, who is at present calling on talking machine dealers in the Far West, Northwest, Middle West, South or New England. We need one man in each section to handle our proposition on a commission basis. Our proposition will not conflict with what you are selling at the present time, and will not add materially to the time spent in each city you visit. The chance for you to augment your income is excellent. Address "Box 690," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—For every State in the Union, first class salesman, calling only on the retail trade, to handle high grade line of phonograph accessories in connection with other lines, on a commission basis. In first letter give full information regarding present lines and also the territory now being covered. Splendid opportunity and good territory still open. Address "Record Needle & Mfg. Co., 418 Manhattan Bldg., Milwaukee, Wis., R. H. Zinke, President."

WANTED—A good phonograph dealer—New York and vicinity. Complete line. Art models \$60 to \$700. Exceptionally well designed and toned. Very fine piano finish and cabinet work. High class proposition. Address "Box 685," care The Talking Machine World, 373 Fourth Ave., New York.

EXECUTIVE—Phonograph cabinet expert, thoroughly familiar with high-grade cabinet construction from log yard to shipping room, including veneers, plywood panels, shop methods, inspection, finishing, etc., would like position with reliable firm as manager of cabinet department. New York or vicinity preferred. Address "Box 691," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION WANTED—Executive of long experience in manufacturing phonographs desires to connect with a reliable concern. Address "Box 692," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as sales manager of phonograph department by one who can produce the business. Age twenty-five years, married. Have sold \$8,500 in pianos and phonographs in past two months. Address "Box 693," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

HELP WANTED—Draughtsman wanted; a man who actually understands how to prepare accurate working drawings for shop use. To qualify must have actual experience in better grade phonograph motor, and a thorough understanding of them. In writing state full particulars, experience, references, etc. No other applicants will be considered. Address "Box 681," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as manager or assistant manager of a retail talking machine store or department. Thoroughly experienced and familiar with every phase of phonograph merchandising. Would also consider a wholesale proposition or would be interested in purchasing an established business. Send full details. "Box No. 682," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A competent manager is open for an opportunity to take charge of retail salesrooms. In addition to his other qualifications he is an expert repairman. Those interested address "Box 683," care The Talking Machine World, 373 Fourth Ave., New York.

EXECUTIVE WITH SELLING ABILITY and experience, returning to California to live, desires connection with high-class manufacturing concern as representative for the West and Pacific Coast; the past four years connected with large concern in the East as manager of production and sales; high-class references. Address "Box 684," care The Talking Machine World, 373 Fourth Ave., New York.

HELP WANTED—Want a young lady or young man to sell Victor records in a very high-class retail store. Must be neat, obliging, and one who can produce results. In replying state former experience, with whom and how long, also age and nationality. Baumer Piano Co., New Rochelle, N. Y.

WANTED—Manager for Canadian phonograph and record plant. Must understand both lines and be capable of taking full charge. An exceptional opportunity for the right party. Paramount Phonograph & Record Co., of Canada, Limited, 200 Papineau Ave., Montreal, Canada.

WANTED—A record stock mixer, one who can also take charge of the presses preferred. Paramount Phonograph & Record Co., of Canada, Limited, 200 Papineau Ave., Montreal, Canada.

WANTED—High-class talking-machine salesman to sell jobbing trade and large retail dealers. Salary and commission basis. State age, married or single, experience, and all with first letter. The Parophone Co., St. Joseph, Mo.

EXPERT repairman wanted. One who is acquainted with all makes of motors, and would like to live in the best town in the United States. Must be a man capable of doing a little selling on the side. Send photograph with first application, stating experience and qualifications. R. H. Paulin, Santa Barbara, Cal.

I WANT A MAN between 25 and 30 years old with the ability to produce business as the wholesale sales representative of a reputable concern making a thoroughly high grade product. The man I want will write me a letter (in confidence of course), telling me everything about his selling experience, etc. Possibly he is not a college man, but is a hustler. Address "Box 670," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—By lady in either Victor, Columbia, Edison or Brunswick lines. Am capable of taking charge of department. Can furnish best of references. Address "Box 671," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WILL buy a Victor store and license in any town not far from New York. Will deal promptly and pay cash. Address "Box 672," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young man (30 years), desires position as manager for live talking machine dealer. Before entering service, July, 1917, was in talking machine business for several years and am capable of handling all lines of the business. Address "Box 673," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as superintendent of phonograph cabinet factory, understand all branches of the business. Would like to locate in or about Denver, Colo. Address "Box 674," care The Talking Machine World, 373 Fourth Ave., New York.

Cabinets for Sale

MUST SELL FOR CASH AT ONCE
1000 WELL DESIGNED CABINETS
45 $\frac{3}{4}$ INCHES HIGH, MAHOGANY
AND OAK FINISH; EQUIPPED
WITH ALL CABINET HARDWARE.

Ready for Quick Shipment

YOU WILL FIND THESE CABINETS TO BE ONE OF THE BIGGEST VALUES EVER OFFERED.
GET OUR PRICES.

P. O. Box 502, Marion, Ohio

PHONOGRAPH CABINETS

An old established cabinet-maker has just completed about 2,000 phonograph cabinets, designed to sell from \$110 to \$150 retail. These cabinets were to be stored until October. Delay in finishing factory additions makes it necessary to dispose of them this month. Your inquiry is solicited.

Address "Box 400"

The Talking Machine World
373 Fourth Ave., New York

WANT TO BUY

Table Cabinets, in quantities of 500 to 1,000 per month, quote lowest price in first letter. Address P. O. "Box 408," Macon, Ga.

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices.

DELAWARE TALKING MACHINE CO.
Elsmere, Del.
Main Office, 2616 North 11th St., Philadelphia, Pa.

FOR SALE

200 small Columbia cylinder talking machines at a bargain. Address "Box T. P." care The Talking Machine World, 373 Fourth Ave., New York.

A new principle in phonograph construction. A new invention that will revolutionize the phonograph industries, doing away with the cabinet, greater speed in production, finished in Gold or Silver. More expensive, more attractive, greater profit, are some of the exclusive features. Orders now on file are a good proof. For American rights address "Box 688," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Three 9 x 6 fast white enameled Demonstration Booths, standard make. Also record cabinet, capacity, 2,000 records.

Low price to quick buyer.

MEARS & CO.

46 Cortlandt Street New York, N. Y.

WANTED—SPOT CASH PAID

Records in the following languages: Italian, French, Spanish, German, Jewish, Russian, Polish, Chinese, Japanese, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

FOR QUICK SALE

At a bargain, a lot of full cabinet phonographs, handsomely finished and fully equipped, regular \$120.00 models. Address "Box 686," care The Talking Machine World, 373 Fourth Ave., New York.

"COLUMBIA RECORDS"

We have on hand, in first class order, a large number of records. We would like to dispose of same to a Columbia dealer. No reasonable offer refused.

HUNT'S LEADING MUSIC HOUSE,
White Plains, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER

British Gramophone Industry Deeply Concerned Over the Possibility of the Revival of German Competition—Many Members of Trade Adopt Pledge to Refrain From Buying Teuton Products—Polyphon Supply Co., Ltd., Reorganized With British Backing—Live Advertising in Belfast—Industry's "Victory Fund" Closed—New Grade Developments—Association of Gramophone and Musical Instrument Manufacturers and Dealers.

LONDON, E. C., August 30.—Matters of great import to the whole gramophone industry have been under way this last month or so, and at the present stage, when German competition again faces us, it may be useful to take stock of the situation if only for the purpose of assuring ourselves that the effect of recent propaganda is fully appreciated, particularly by the retailers. With the removal of restrictions upon trading it has been a matter of keen consideration among leading men of many British industries as to whether or not a resumption of commercial relations with our late enemies is necessary. Animated by detestation of the action of the German people in plunging the world into a sea of blood and slaughter, there is a very strong disinclination by the British peoples ever again to encourage the German manufacturer in any of our Empire markets. In no section of industry is this determination more to the fore than in the musical instrument trade, one side of which—the small goods merchants—has already voted almost solidly against handling late-enemy goods for at least a twelve-month. The "never again" movement, as it is called, has now spread to the gramophone trade and has resulted in a very drastic pledge

to which members of the gramophone section of the Trade Association have signified their approval. Describing the document as drastic is but to signify the strength of the case, in that under such a pledge there can be no backdoor entry to our markets. Against any attempts to find a way round the leading members of the trade will, I believe, be prepared for even stranger action than the pledge indicates. The last card could be played by the British gramophone industry. Whether or not it would be played under the necessity of circumstances I cannot say, though feeling is very acute on the subject. For the moment the pledge in its present form is considered sufficient unto the day. As one leading wholesaler expressed it: "The Germans will find it very difficult to re-open here with all the usual channels of trade and distribution closed to them."

An important fact to consider is that during the war we have managed to carry on with, mainly, mechanism of Swiss manufacture. Now we can import, if necessary, from America all the motors that can possibly be required. More welcome, still, several British manufacturers have come into the field. Why, then, should we encourage German imports? There can be no argument for it, even from the sordid commercial view. The essence of the whole thing is to encourage all British manufacturers of motors. Our home supplies of other parts and accessories are rapidly improving in quality and quantity, and if, therefore, my remarks in this connection are justified, as I believe probable, within the very near future the trade should gradually become more or less independent of foreign goods. Much more could be said, but at that the subject had best rest for the moment.

The Price of German Gramophones

By German talking machine papers which have reached England via Cologne I learn that the war-time turnover in gramophones has been large. Notwithstanding all their troubles a big trade is still being done. Carl Lindstrom's net profit for 1918 is said to have totaled close upon 2,000,000 marks! While prices of machines sold in Germany are not generally below ruling values in England, we need scarcely fear the figure at which they could be exported, even if English buyers were in the market. The facts are that the cost of materials and of labor in Germany to-day approximate pretty closely to our own meteoric figures. The purchasing power of the pre-war German mark is probably down over 50 per cent. Therefore, their manufacturing costs for gramophones are up proportionately. On that basis selling values must be doubled at least. To export, consideration would be given to the English equivalent of the German mark, being at the time of writing 3½. That means three times the already inflated selling value.

On top of that there is the tariff duty of 33 1/3 per cent. Apart from increased freight rates enough has been said to show that even though we actually wanted German goods they could not be dumped on this market under very high prices. There are no war stocks or pre-war supplies to give away, of that we may be sure. Let's get on with the British business; we are bound to win under any circumstances.

New Polyphon Supply Co., Ltd.

Under the Trading With the Enemy Amendment act, 1916, observations have been issued by the official receiver in the case of the above concern, which, he states, was ordered by the



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavne, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanol Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Ballalaghata Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenco Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

Board of Trade to be wound up in November last. On January 21 a compulsory winding-up order followed upon the Board's petition. Before the date of that order, however, the liabilities had been discharged by the Controller and the shareholders received in cash £1 a share for each £1 share held. There had been 25,000 ordinary shares of £1 each issued, but 22,366 were enemy held and the moneys payable on them were handed over to the Public Trustee.

No liabilities are now disclosed in the summary of the statement of affairs and assets consisting of cash at bank, £8,191 19s. 8d.; cash at Dresden Bank, Dresden, £17,814 16s. 7d.; German and Hungarian stocks and shares, 150,518 marks; Hungarian stocks, 5,000 krone, and bills of exchange or other similar securities, 26,077 francs. With the exception of the first-mentioned item it is impossible to state what the assets will realize, but the shareholders will share in a further distribution, which will be made when they are collected.

This company was purchased by Robert Willis on January 1, 1917, who now carries it on under the style of the British Polyphon Co. Mr. Willis is the sole proprietor, and, in consequence of malicious reports having been circulated to the effect that alien interests still existed in the business, recently offered a reward of £100 for information that would enable him to trace the source of these reports.

Gramophone Firms Adopt Pledge

At the annual general meeting of the Gramophone Association (see full report elsewhere in this section), attended by over 90 per cent. of the total members, a resolution of far-reaching importance was adopted nem. con. This resolution took the form of a declaration not to handle goods of the late enemy or doubtful origin for a period of one year from August 4, the fifth anniversary of the outbreak of the war. It only remained to define the expres-

FROM OUR LONDON HEADQUARTERS—(Continued from page 186)

sion "late enemy or doubtful origin," and for this purpose a committee was commissioned. A draft of the pledge was submitted to a further meeting of the Gramophone Association on August 13. Wilfred Samuel presided over a gathering thoroughly representative of the British gramophone industry. The sole object of the meeting was simply to consider and pass the final terms of the pledge, to the spirit of which all very heartily subscribed.

During the discussion that followed the chairman's opening remarks it was very evident that the pre-war German monopoly of this market stood little or no chance of being revived. For many of those present the bond, as drafted, was anything but strong enough and as one speaker remarked, "We have done without German goods for five years; we can continue to do without them!" From another member came the interesting suggestion that in buying from Swiss manufacturers of, for instance, motors, we should be assured that every part was of Swiss origin. Whether practical or otherwise, it serves to demonstrate the strength of the trade's antipathy of late-enemy goods. After speeches in support by other members the final draft of the pledge was agreed upon.

The interesting and, indeed, momentous ceremony of signing the solemn undertaking was then proceeded with, after which the usual votes of thanks and the meeting closed.

Enterprising Summer Publicity

A recent advertisement, of the editorial style, in various Belfast newspapers bespeaks an example of retail enterprise seldom met with, at least during the present period of real hot weather, when the average trader is more inclined to await business than seek it. The advertisement is good enough to speak for itself and is (in part) as follows:

The Ulster Pioneer of His Master's Voice

gramophone has been conducted within the past fortnight over the huge factories of the Gramophone Co. at Hayes, Middlesex. He reports that in a few weeks a good supply of instruments—which he has ordered—may be expected to arrive at 11 Wellington place, Belfast. Zonophones are also manufactured at these world-famed works and a large order has been placed by him for these splendid gramophones.

We, of course, refer to T. Edens Osborne, who first introduced the "H. M. V." gramophone for sale in Belfast in October, 1898.

Wireless Music of Gramophone Records

A unique demonstration of wireless telephony was given in the House of Commons recently. A station twenty miles away was called up and contact having been established M. P.'s were asked to select gramophone records from a list. Upon advice thereof the air station officials, who had ready a gramophone, played over the records chosen and these were heard quite as clearly as if the instrument had been in the room.

Under another wireless demonstration M. P.'s had the pleasure of conversing with airmen in flight thirty to forty miles away. Marvelous!

A Patents Amendment Bill

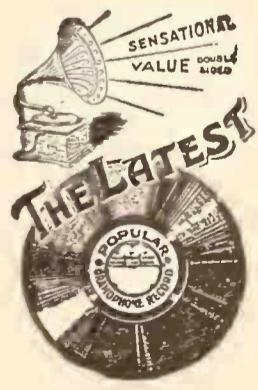
There has been introduced to the House of Commons a bill to amend the Patents and Designs acts, which gives relief to those patentees whose rights have been impaired by the operation of the war. An amendment to the Trademarks bill was also brought in.

The Gramophone Industry Victory Fund Closed

A meeting of the committee of the above fund was held on August 13 at the offices of the Columbia Graphophone Co., Ltd., James E. Hough in the chair, to discuss arrangements for distributing the amount collected, a total of £4,326. This money was subscribed for under

(Continued on page 188)

YE "POPULAR" RECORDS



Double-Sided
Superb Needle Cut
"Lateral"

"OUR POINTS"
SET OUT BELOW

LONDON'S LEADING VALUE!!!

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

POINTS

- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestras
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

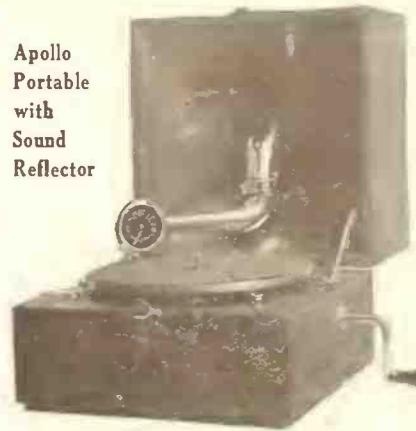
REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

Address: **SOUND RECORDING CO., Ltd.**
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox"
London
"QUOTATIONS CABLED FREE"

APOLLO GRAMOPHONES



Apollo
Portable
with
Sound
Reflector

Every type of instrument with Horn, Hornless, Table Grand, Pedestal and Portable.

FINEST BRITISH WORKMANSHIP

Motors, Tone Arms, Sound Boxes and Accessories

AGENCIES OPEN FOR CERTAIN FOREIGN MARKETS

Write for lists and full particulars to the makers

CRAIES & STAVRIDI, 4 BUNHILL ROW, LONDON, E.C.1.

FROM OUR LONDON HEADQUARTERS—(Continued from page 187)

two heads, (a) one-half for the purpose of establishing a trade training section for blinded soldiers at Sir Arthur Pearson's institution, St. Dunstan's Home, and (B) for the establishment of a gramophone industry benevolent fund. To achieve this dual object at least £10,000 was necessary. The chairman expressed his disappointment at the result of the collection. Over £4,000 was put up by the committee, consisting of prominent manufacturers and wholesalers. Twenty-one thousand circulars were sent out through various channels, over 10,000 dealers approached, the total result being only £265. In the circumstances it is impossible to carry out the original idea to the extent or form desired. On the motion of Mr. Mason (Aeolian Co.), seconded by Louis Sterling (Columbia), the committee decided to forward half of the sum to St. Dunstan's, the other half to be reserved as the nucleus of a benevolent fund for employes of the talking machine trade, the money to remain in the hands of the executive committee for six months, during which time negotiations will take place with the Music Trade Association, should it within that time admit a gramophone section, the object being to reserve the money for the use of gramophone workers only. On the other hand, if the prospective gramophone dealers' association comes into being within the six months it would be advisable for the fund to pass under their jurisdiction. Meantime the executive committee of the fund were empowered to deal with any case of hardship that might arise.

Various members of the committee promised such additional amounts as were necessary to cover all the expenses of printing, etc.

A full measure of thanks is due to all those who so generously subscribed to the worthy objects of the fund and to the organizers thereof.

The Jazzophone

Quite a new idea in machines has recently

been marketed by W. H. Reynolds (1915), Ltd., this city, under the above name. It is a wonderful little model in a mahogany oval-shaped case, standing on four moulded feet. At the back the tone arm joins up with a wooden extension about three inches square, which is carried down through the case at such an angle as brings the mouth almost in the center of the bottom of the case, from whence radiates a pan-shaped piece of thick glass. This being curved thus leaves sufficient space between it and the bottom of the cabinet to form the resonating chamber. The instrument is but eight or nine inches overall in height. The tonal quality is decidedly sweet and of full volume. The Jazzophone is a dandy idea and everyone that has seen it is anxious to secure supplies.

The "Songster" Gramophone Needle

In many respects we are gradually becoming independent of continental supplies of gramophone accessories and particularly so in regard to needles. Sheffield has seen to it that we are well supplied with the finest and toughest points. Under this category may be placed the "Songster" needle. It has won golden opinions from trade and public alike for its outstanding quality of reproduction. Any oversea traders out to handle a standard British-made needle of all-round merit should communicate with the makers, A. Waite & Co., Ltd., Figtree Lane, Sheffield.

"His Master's Voice" Records of "Beaucaire"

Among the many special series of operatic records issued by the Gramophone Co., Ltd., none have attracted more solid interest than the set which carries the above romantic production by André Messager. The delicate art of recording this musical feast, so faithfully typical of the historical period in which the opera is set, has been entrusted to such artists of high international reputation as Miss Rosina Buck-

man, Fraser Gange and Ernest Pike, who acquit themselves of their parts as charmingly as one would expect. Their achievements are superb in artistic rendition, and, as was only to be expected, "His Master's Voice" expression of the various vocal gems of the opera is of a like merit. Most of the items are also given on a twelve-inch double by the Mayfair Orchestra. The wide pleasure these exquisite records will provide to the great gramophone public is indeed beyond compare, and, as may be imagined, a big demand is expected.

Art in Advertising

Considering the size of the gramophone industry the proportion of manufacturing firms whose publicity conceptions are of an artistic nature is particularly good. Post-war impressions confirm this in relation to the ideas of such houses as Columbia, "His Master's Voice," Winner and Zonophone. The latter company's peace showcard is a strikingly fine production in color-keeping with its subject. A description appeared in a previous issue. Another recent showcard-hanger depictive of the great peace is that published by the Winner Record Co., Ltd.

It is a really magnificent work, and is typical of the above caption more closely than is usually the case. The subject, too, is as good as the wonderful manner of its treatment. In the background the resplendent rays of the rising sun tinge with golden hues the welcome Angel of Peace, descending to earth through a fleet of aeroplanes, underneath which the somber outlines of Britain's naval might carry the message of a splendid never-to-be-forgotten page of our history. The immediate foreground presents a Winner disc, on which we read the appropriate title "The Dawn of Victory," upheld by representatives of the various services of the chief Allied Nations, backed by their national standards. The whole, produced in about twelve colors, makes an artistically imposing appearance, a strikingly effective adver-

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world-famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS
10 AND 12 INCH LATERAL CUT

Soaring

with a burst of silver melody surpassing
Sound of vernal showers on the twinkling grass,
Rain awakened flowers—all that ever was
Joyous and clear and fresh
—there is all the transcendent purity of the Singer in the
Blue wrought into "Songster tone."

SONGSTER NEEDLES

are a Sheffield product of best steel tapered to a very fine point. It's this sensitive point that gives such wonderful definition and volume to the reproduction. People will be asking for "Songster"—and the waxed wrapping sealed round each box is your guarantee that they get undeteriorated quality every time. Just here is your chance to get in line with the demand and build up profitable sales on "Songster" reputation.

Drop a card to-day—it brings you a free sample box and list of Price Quotations.

A. Waite & Co.
15-17 Figtree Lane
SHEFFIELD

FROM OUR LONDON HEADQUARTERS—(Continued from page 188)

tisement of an ornamental character, which all Winner factors and dealers will doubtless take pride in exhibiting. A replica of this fine hanger is supplied on postcards with Winner dealer's name and address printed at a small cost.

Miscellaneous Items of News Interest

A. J. Balcombe advises me that he leaves for New York on the "Adriatic," due to sail September 3. Matters over which he had no control caused the trip to be postponed on several occasions, but this time it seems definite. Mr. Balcombe will discuss with the Otto Heine-man Co. various important questions of policy affecting agency arrangements for the handling of their trade interests in Britain.

My congratulations to H. H. Fletcher, of the Sterno Mfg. Co., upon the occasion of his marriage August 2 at Great Yarmouth to the charming Miss Ruby Lloyd, a popular singer at the East Coast holiday centers.

One of the best-known local traders, W. H. Jeffs, has now become a director of Wm. Cooper Bros., Ltd., who have three branches in London and large depots at several chief provincial centers. In the course of a chat at 45 City Road, London, Mr. Jeffs expressed himself as being in a position to take care of a large machine trade this season. All types of models are ready for immediate dispatch and there is no lack of orders. Messrs. Cooper handle the "Coliseum" record, machine parts and accessories in great variety.

A contemporary tells us that there is no truth in the rumor that the ex-Kaiser, upon his prospective arrival in England, will repair to Hayes in order to make records! Seriously, though, it is really surprising, when you come to think of it, that he has not yet utilized the medium of records for proclaiming to the world his "justification" for launching the war upon us. Perhaps he is writing a book!

Annual General Meeting of Association

The annual general meeting of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers was held on Tuesday, July 22, at Midland Grand Hotel, St. Pancras, M. E. Ricketts presiding over a good attendance of the members.

Following the presentation of the report and accounts, the latter showing a credit balance to carry forward of £204.19.7., Mr. Ricketts outlined the work of the year and paid a warm tribute to the efforts of the secretary, C. E. Timms (Besson & Co. Ltd.), and the general

committee. The report and accounts were unanimously adopted on the motion of Mr. Howell (Scala Record Co.), seconded by Mr. Willis (British Polyphon Co.).

A vote of thanks to the officers and general committee proposed by H. R. Grice (Besson & Co., Ltd.) and seconded by Frank Crossman (Messrs. J. Curwen & Sons) was carried with acclamation, a similar compliment being paid to the honorary auditors—Messrs. Howard Button, Hamp & Co., who were again asked to serve.

The following were unanimously elected as officers for the ensuing year: President, Frank Samuel (Barnett, Samuel & Sons, Ltd.); vice-president, W. Manson (The Gramophone Co. Ltd.); honorary treasurer, W. B. Beare (Beare & Son), and the general committee will comprise:

Gramophone Section—H. J. Cullum (Perophone, Ltd.); J. E. Hough (J. E. Hough, Ltd.); A. J. Mason (Aeolian Co., Ltd.); Geo. Murdoch (Murdoch Trading Co.); E. C. Paskell (Colmore Depot, Birmingham); Louis Sterling (Columbia).

Musical Instrument Section—D. J. Blaikley, (Boosey & Co.); M. F. Cooksey (J. Thibouville-Lamy & Co.); H. Dawkins (Thos. Dawkins & Co.); H. Hinks-Martin (Hawkes & Son); A. G. Houghton (Houghton & Sons, Birmingham).

The splendid service rendered to the association by the retiring president, M. E. Ricketts, was referred to in eulogistic terms by several speakers, and on the motion of Louis Sterling, seconded by H. J. Cullum, it was unanimously resolved that Mr. Ricketts be elected as first honorary vice-president of the association, and also that some memento of his brilliant year of office be presented to him, the form and date of presentation to be decided later.

At the conclusion of the formal business a most interesting discussion ensued on the new scheme of the Federated Board of Music Industries of Great Britain and Ireland, a capital debate being contributed to by H. J. Cullum, Louis Sterling, D. J. Blaikley, M. E. Ricketts and Wilfrid Samuel.

A resolution moved by A. J. Balcombe and seconded by Mr. Long (Newcastle-on-Tyne: "That this Association gives its whole-hearted support to the Federated Board," was carried unanimously. On the question of the annual contribution to the Board from members of the association, Louis Sterling moved, and E.

C. Paskell seconded, a resolution which secured unanimous approval: "That the members of this Association do not raise their share of the annual funds required by a stamp tax on sales, but that at least £2,000 per annum should be contributed by donation of the members." There was a spontaneous response to this suggestion from members present, the following guarantees of annual contributions totaling £1,000 being promptly announced:

	per annum
Columbia Graphophonic Co., Ltd.....	£200
H. J. Cullum (Perophone, Ltd.).....	125
British Polyphon Co.	125
Barnett, Samuel & Sons, Ltd.....	100
Aeolian Co., Ltd.	100
E. C. Paskell, Colmore Depot	75
Scala Record Co.	50
Louis Young & Co.	50
Lugton & Co.	50
Invicta Record Co.	50
A. J. Balcombe	50
Long's, Ltd. (Newcastle-on-Tyne)....	25

£1000

The following amounts had previously been guaranteed towards the Organizing Fund of the Federated Board:

Aeolian Co., Ltd.....	£300
Barnett, Samuel & Sons, Ltd.....	300
Columbia Graphophone Co., Ltd.....	300
Perophone, Ltd. (H. J. Cullum).....	105
British Polyphon Co.....	105
E. C. Paskell, Colmore Depot.....	25

There should be no difficulty in securing from the other members of the association guarantees for the remaining £1,000 per annum required, and a committee comprising Mr. Ricketts, Wilfrid Samuel, Louis Sterling and H. J. Cullum was formed to approach all the gramophone section on the subject, and a similar committee will be arranged to deal with the musical instrument section.

An equally important discussion followed on the question of protection against German competition, the remarks of the various speakers, Wilfrid Samuel, H. J. Cullum, Edward Carter, of British Gramophone Motors, Ltd., and others, being received with much interest and attention.

The Musical Instrument Wholesale Dealers, members of the association, have already taken definite action on the question and the sympathy of the gramophone section towards similar steps was of a pronounced character. The following resolution, moved by Wilfrid Samuel and seconded by H. J. Cullum, was adopted nem. con.:

"That the Gramophone Section of this Association pledge themselves for a period of one year from the 4th August, 1919, not to acquire and not to offer for sale any gramophones, parts or accessories therefor of late-enemy or of doubtful origin, and that a special meeting be convened some time during May, 1920, with a view to renewing this pledge for a further period.

"That the members of the Gramophone Section of the General Committee be charged with the duty (1) of defining in a wide sense the expression 'late-enemy and doubtful origin'; (2) of certifying all alleged manufacturers in neutral countries not generally known to have been manufacturing gramophone goods prior to 4th August, 1914, and circulating their names to the members; (3) of conducting suitable propaganda."

Wilfrid Samuel, Louis Sterling and H. J. Cullum were appointed a committee to draw up a suitable bond in these terms to be signed by all gramophone houses in sympathy therewith, and it is intended that the names of the signa-

(Continued on page 190)

**Horn, Hornless and Table-Grand
GRAMOPHONES
FOR
EXPORT**
Please State Your Requirements
REX GRAMOPHONE CO. 2 Elizabeth Place
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tories shall be widely advertised in the trade press and other channels.

"Sonora" Products on the English Market

As reported in a recent issue, it is known that a number of American gramophone firms are out to make a strong bid for trade on the British market. There is the Otto Heineman Co., whose representative here, A. J. Balcombe, is putting up a good showing in the many lines in which the great New York house specialize.

At the time of writing I learn, too, of an extensive campaign about to be launched by The Sonora Sales Phonograph people, whose plans will take into use prominent spaces in the press, for which, by the way, orders are expected to go into effect during September. Already one of the largest London city firms, Messrs. Keith, Prowse & Co., have a full range of models installed in the showrooms of their many retail establishments. So far there has been little time in which to form an opinion regarding actual sales, though it is said that the prospects are good, judging by the favorable views expressed by those who have seen and heard the Sonora cabinet and table grand models. The tone quality of the instruments is of a very high standard, and with their many special features in the way of an automatic stop, tone controller, etc., these fine gramophones will create much interest. Just one little hint. It would be as well, I think, if the text of the American literature were in conformity with British understanding, particularly in regard to the use of the word "phonograph" for "gramophone" (it has a wide distinctive meaning here) and price quotations being in dollars instead of the British equivalent.

A New Company in the Field

Wide publicity is being given here to a new machine, styled The Englaphone and the Reno-plex Home Recorder. Special interest in this new venture mainly arises from the announcement that these productions are of all-British manufacture and mass output will ensure something like 10,000 instruments per month. In view of the high prices and scarcity of materials, skepticism has been expressed as to whether the company can live up to their claims. One hundred and twenty thousand complete machines per year is a really big proposition, calling for extensive productive capacity and a specialized selling force. In both these respects,

J. Stead & Co., Ltd.

Manor Needle Works
SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

FROM OUR LONDON HEADQUARTERS—(Continued from page 189)

the company inform me, their factory organization and plans are well advanced towards the end in view, and though it is stated that "the gross profits on the first 30,000 machines will be swallowed up in selling costs alone," they are banking on an ever-increasing trade, of which the prospects are certainly favorable. The policy of the company is to trade exclusively through the ordinary retail channels.

The Renoplex home recorder will fill a big void this side of the water. It is the only attachment of its kind on the market, is quickly and easily attached to any make of machine, the whole being supplied complete in box with six double-sided ten-inch blanks.

Columbia's Two Dozen Popular Hits

A new list of Columbia records just announced will fill with joy the hearts of those who seek the popular songs of the moment.

Here are three orchestral doubles by Jacob's Trocaderians, including the new titles "For You a Rose, for Me a Memory" and "Back From the Land of Yesterday." Here is G. H. Elliott, the Chocolate-Colored Coon, with "I'm Going Back Where I Was Born" and "Old Tennessee and Me."

That famous Columbia vocal combination, the Unity Quartet, give us "N'Everything," "Smiles," "The Wild Wild Women," "Ja-Da," "Anywhere in the World With You," "When Love Peeps in at the Window," "Bells of St. Mary's,"

"There's a Tramp, Tramp, Tramp" and half a dozen others.

And this nice little list of hot favorites that come to make holiday sales is neatly rounded off with the "Going Up" success, "If You Look in Her Eyes" and "Till the Clouds Roll By."

Quality and Variety—Zonophone Records

Recent Zono issues comprise many new and standard musical items of pleasurable variety. No finer exponent of band recording can be found than the Black Diamond organization. Their art is well exercised in a number of attractive morsceaux of a terpsichorean nature—novelty dances, fox-trots and waltzes. Music of such contrast as "Under Freedom's Flag" and "Barcarolle" is provided by James Hume, the concertina expert, and Miss Elsie Southgate expounds the technique of the violin with mustel organ accompaniment in two fine numbers, "Even Bravest Heart" and "Gentle Flowers in the Dew."

On the vocal side Peter Dawson's ever-attractive voice is heard to good advantage in "A Rollicking, Rolling Stone" and "Farewell in the Desert"; Charles Penrose, Harry Fay and G. H. Elliott share the honors of the humorous songs, as indeed, in the same category may equally be placed Florrie Forde and Geo. Formby. The sweet lyric tenor, Sydney Coltham, is very popular with Zonoists and his two contributions are sure of a big welcome.

The Very Thing!

Yes! the very thing for all out to cultivate a big export trade is to get within the vision of the Buyer's Eye. His exclusive notice is worthy of a special effort to gain, and that is why, as a business man, we invite YOU to very carefully consider one of the best opportunities ever submitted to THE AMERICAN TRADER.

For many years past the English publishing house of G. D. Ernest & Co. has issued a valuable trade work

The Music Trades Diary and Year Book

It carries the advertisements of representative British firms, and the 1920 edition should most certainly carry YOURS. Its circulation covers United Kingdom dealers in music and all kinds of musical instruments; also large buyers in the Colonies and foreign countries.

THUS ARE THE MARKETS OF THE WORLD thrown open to YOU in the most direct way—not for one week, but for twelve solid months.

IF YOU WRITE AT ONCE there is just time to hear more about it before finally deciding the amount of advertisement space you will require. Ask for our Prospectus on the subject.

G. D. ERNEST & CO.

The Music Trades Review 5 and 6 Duke St., Adelphi, London, W. C. 2

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

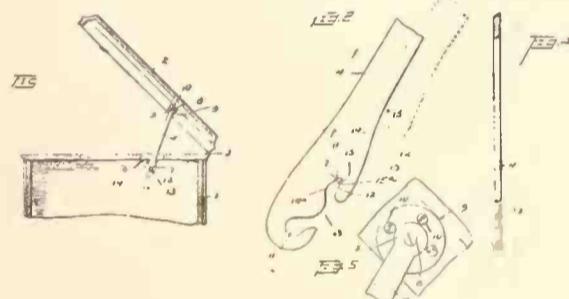
WASHINGTON, D. C., September 8.—LID-SUPPORTING MEMBER.—Francesco Cirelli, Philadelphia, Pa. Patent No. 1,306,846.

This invention relates to improvements in lid-supporting members, the object of the invention being to provide a device of the character stated, which securely holds the lid or cover in an elevated position and which prevents any possibility of accidentally dropping the lid or cover when the supporting member is moved.

Heretofore various forms of lid-supporting members have been used, which if accidentally moved, either by a blow or by a touch, will allow the lid or cover to fall. This is not only injurious to the lid or cover, but also is dangerous, and particularly to the hands of children or adults who may accidentally touch the supporting member.

This improved device is particularly adapted for use in connection with sound-reproducing machines and is intended to hold the lid or cover in an open position and also limit the opening movement of the lid or cover.

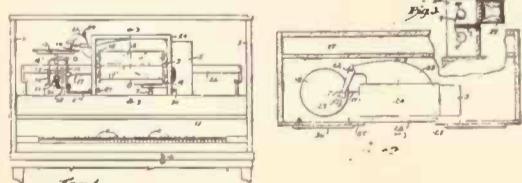
In the accompanying drawing: Figure 1 is a fragmentary view in vertical section illustrating the improvements. Fig. 2 is a view of one



end of the supporting member, showing in full lines one position and in dotted lines another position. Fig. 3 is an enlarged view of the opposite end of the supporting member and Fig. 4 is an edge view of the supporting member.

COMBINED PLAYER-PIANO AND PHONOGRAPH.—Melville Clark, Chicago, Ill., assignor to the Melville Clark Piano Co., same place. Patent No. 1,306,847.

The purpose of this invention is to effect a working combination between a player-piano and a phonograph, whereby the player-piano under the control of the usual perforated note sheet may render a piano accompaniment to a vocal selection simultaneously played by the phonograph. The invention further involves the disposition of the entire phonograph mechanism within the usual form of casing of a piano, so that the phonograph shall occupy no additional space and so that, in fact, the phonograph mechanism is entirely concealed while in operation. In the drawings: Figure 1 is a front elevation of the upper portion of a player-piano conventionally represented and shown with the front panel removed to reveal the con-



trol mechanism of the player and also the mechanism of the phonograph. Fig. 2 is a transverse section through the upper portion of the piano case and showing in plan the relative arrangement of the phonograph parts and the tracker bar housing or support. Fig. 3 is a section at the line, 3-3, on Figs. 1 and 2.

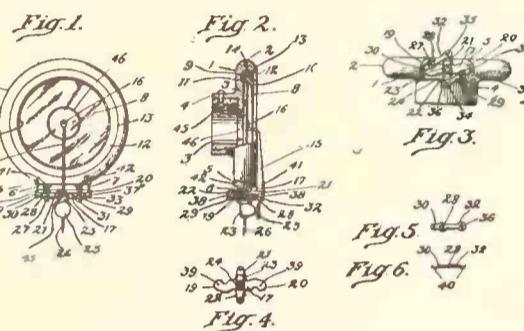
SOUND Box.—Josef Brandstetter, Rochester, Minn., assignor to Sears, Roebuck & Co., Chicago, Ill. Patent No. 1,307,236.

This invention relates to talking machines and has for its object the improvement of sound boxes used therewith.

An object of the invention is to provide a

sound box with improved means for tensioning the stylus lever and its bearings, whereby the bearings may be kept under sufficient tension to prevent chattering, and at the same time maintain ample flexibility in the tensioning of the said lever to prevent over-damping of high amplitude. Another object is to provide a symmetrical means for tensioning both the bearings and the stylus lever, arranged to automatically maintain a substantially constant ratio between the tension on the bearings and the tension on the said stylus lever throughout various adjustments, and also to act always in the plane in which the stylus lever vibrates, and perpendicularly to the axis around which said lever vibrates.

Figure 1 is a front elevation of improved sound box. Fig. 2 is a side elevation of the same partly in transverse section. Fig. 3 is a bottom plan view with the stylus set screw

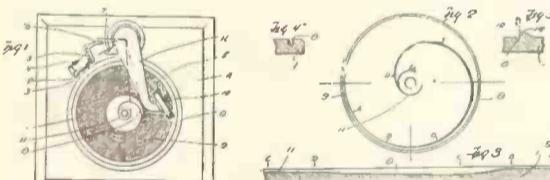


removed. Fig. 4 is a bottom plan view of the bearing yoke carrying the stylus lever. Figs. 5 and 6 are detail views of one of the tensioning springs.

PHONOGRAPH.—Marshall B. Peal, Brooklyn, N. Y. Patent No. 1,307,020.

This invention relates to means for automatically causing the phonograph to cease all mechanical motion after the stylus or needle has completed its course of travel relatively to the sound-producing surface of the record.

Figure 1 is a top plan view of a phonograph machine having a record in position thereon, provided with this invention. Fig. 2 is a diagrammatic view illustrating the arrangement and shape of the groove of the central portion of



the disk illustrated in Fig. 1. Fig. 3 is an enlarged sectional view or development of the groove constituting one of the essential features of this invention. Fig. 4 is a fragmentary sectional view taken transverse of the groove; and Fig. 5 is a view similar to that shown in Fig. 4 but illustrating a modification.

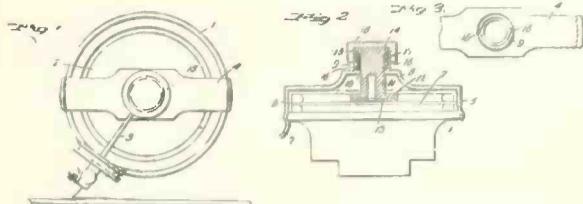
TONE REGULATOR.—George Arnold Frost, Sound Beach, Conn. Patent No. 1,307,664.

This invention relates to talking machines and as its primary object contemplates the provision of means for regulating or restricting the vibrations of the reproducing diaphragm, to modify the volume of the sound reproduced and to eliminate harsh and discordant notes therefrom.

A still further object of the invention is to so construct the vibration regulating or damping device that the same may be in the form of an attachment which can be conveniently attached to the sound box of practically any type of talking machine.

A still further object of the invention resides in the provision of an adjustable damper which can be readily moved into engagement with the reproducing diaphragm during the operation of the talking machine, to modify the sound being reproduced without danger of causing stoppage of the machine.

Figure 1 is a front elevation of a sound box having the invention applied thereto. Fig. 2 is a vertical sectional view of the device in ap-

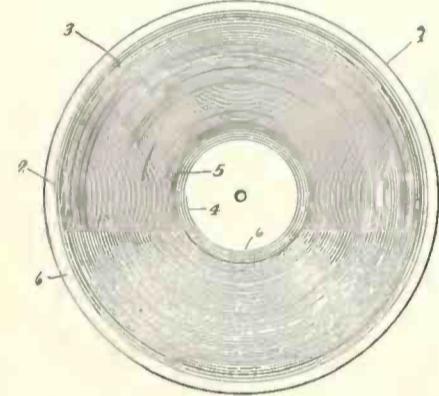


plied position, and Fig. 3 is a fragmentary plan view of the body portion or clamping plate.

SOUND RECORD.—Francis Lincoln Young, New York, assignor to the Aeolian Co., same place. Patent No. 1,308,020.

The present invention relates to an improved sound-record, the features and advantages of which will be apparent from an understanding of the following description in connection with the drawing which illustrates diagrammatically only one form or embodiment which the invention is adapted to take.

Describing this specific form:—1 is a disk record having a record-groove which may be either of the vertically or laterally undulatory or other conceivable type and may have the usual form of a spiral beginning at 2 and ending at 4. As is well known, the first few spirals of ordinary sound-records are left blank, that is, have no sound-vibrations impressed upon them, and these are so minute that it would require minute inspection, for most people with the aid of a magnifying glass, to determine which is the first playing groove of the record. In the same way, the last playing groove comes



wherever the particular selection happens to end; and again it is only minutely, not plainly, visible. This invention comprises a plainly or large visible mark or indication on the record itself of the first and last playing or sounding grooves of the record,—this being in distinction from the merely minutely visible conformation of the sound-groove itself. With such a record it for the first time becomes practicable to limit the contact between the reproducer and the record to the actual playing portion only, thereby cutting out the annoying beginning and ending blank grooves where there is nothing to be heard except the scratch of the needle. Furthermore, whereas there have been proposed in the art a great many automatic starting-stopping and record-repeating devices, they have had to be set either without reference at all to the beginning or ending of the actual playing portion of the record, or by guess-work or by playing trials of the record. This haphazardness is eliminated for users of the records of the invention who can now instantly adjust with accuracy the automatic stop and repeat devices to confine the given record within its playing limits.

In the drawing, the darkened grooves 3 and 5 are supposed to mark the confines of the playing portion of the record. These may be the actual first and last playing grooves, or preferably the grooves outside them. If the record be black, these specific grooves and perhaps the adjacent non-playing grooves or ridges will be given in whole or in part a distinctive coloration such as white or red. The coloration or marking may be superficial or incorporated in any way with the record, and for example may underlie a transparent or translucent surface or coating of the record.

(Continued on page 192)

The marking material applied to or incorporated with the record may be self-luminous or phosphorescent so as to be all the more certainly visible even in the absence of a fair light. The distinctive colorations or markings may be applied to the grooves, or the tops of the ridges, or both.

This invention further comprises a record having a plainly or largely visible mark thereon adapted to be aimed at in adjusting the stylus to the record. For this purpose any one of the beginning and ending grooves, preferably not the very first or last, may be marked so as to be plainly visible. This groove will be aimed at in adjusting the stylus to the record, either merely for starting the playing of the record in the ordinary manner or for adjusting the automatic stop or record-repeat device; and will obviate a largely prevalent difficulty experienced by persons playing phonographs, which is the liability to unintentionally place the stylus on the bare or plain margins 6 of the record, due to the fact that the demarcation between said margins and the record-grooves is not plainly visible especially when the record is in playing position in the instrument.

PHONOGRAPH.—Joseph Hajek, East Pittsburgh, Pa. Patent No. 1,308,065.

This invention relates generally to sound-reproducing machines or phonographs and has among its objects the production of a machine of this character for simultaneously reproducing a plurality of independent selections, upon a single record strip. Another object is to provide means for varying the intensity of the simultaneously reproduced sounds.

Still another object resides in the provision of a phonograph using a flexible record strip having a plurality of independent selections, and each selection being so divided that the vocal parts, and the various instrumental parts are all separately recorded but all of which are arranged for synchronous reproduction.

Figure 1 is a front elevation of a phonograph structure embodying the invention. Fig. 2 is a cross section taken on line 2—2 of Fig. 1. Fig. 3 is an end elevation of the mechanism showing the driving elements looking at Fig. 4 in direction of 3—3. Fig. 4 is a front elevation of the mechanism. Fig. 5 illustrates

selection record, the selections being lettered from a to h inclusive and for example, the piano parts indicated by A, the violin parts by B and the cornet parts by C. Fig. 10 is a section taken on line 10—10.

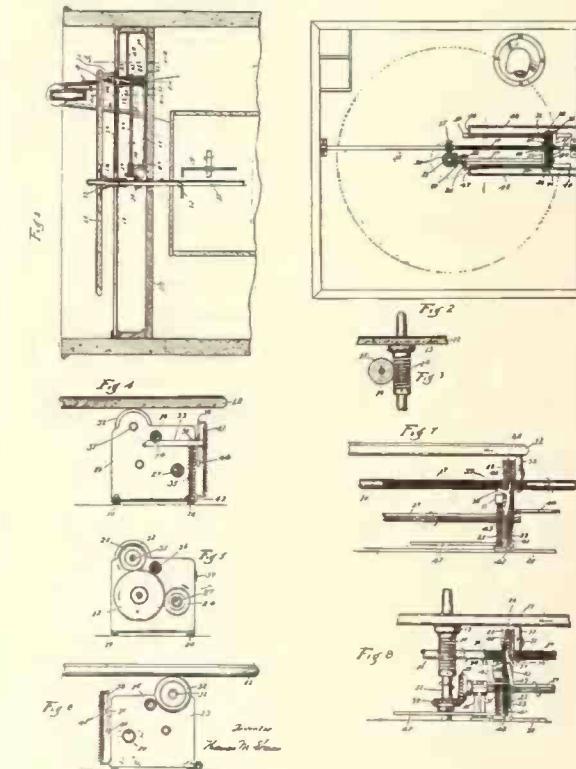
REPRODUCER FOR TALKING MACHINES.—Albert A. Huseby, Chicago, Ill. Patent No. 1,308,358.

This invention relates to improvements in reproducers for talking machines, and has reference more particularly to that type of reproducers commonly known as universal reproducers or sound-boxes, which are adapted to play records of both the vertically and laterally cut types. Such universal reproducers are themselves distinguished by typical variations of structure and manner of use. Most of them involve a change of angular position of the sound-box relatively to the tone arm when changing from one type of record to the other. Of these latter, some employ a single stylus socket with a single stylus therein, others a single stylus socket with interchangeable styli, others a pair of stylus sockets with a single stylus that may be used in either socket, and still others two stylus sockets with styli individual to each socket. Those reproducers which do not involve a change of angular position of the sound-box relatively to the tone arm when changing from one type of record to the other employ a pair of stylus sockets with styli individual to each socket, but the socket for the stylus that plays the vertically cut record is

half to Thomas J. O'Meara, Cincinnati, O. Patent No. 1,308,556.

This invention has for an object to produce an improved phonograph in which the speed of the record disk with relation to the needle is maintained uniform from the point of contact of the needle with the disk at the outermost end of the second record groove to the point of contact at the innermost end of the second record groove, for the purpose of permitting a greater number of sound vibration impressions to be placed within the groove than is now permitted by the uniform speed of rotation of the record disk while recording and reproducing.

Figure 1 is an elevational sectional view of a phonograph embodying the invention. Fig. 2 is a plan view of the improved phonograph, showing the turntable removed, but the position thereof in dotted lines, the sound-reproducing goose neck being shown broken away



formed in an attachment member that is detachably secured in the other socket.

The reproducer of the present invention belongs to that class which does not require any angular change of position of the sound-box, but employs two permanently attached socket members or stylus holders, so that all that is required to adapt the reproducer to play either type of record is to insert the appropriate stylus in the proper stylus holder and then lower the reproducer into playing engagement with the groove of the record disk.

Furthermore, in playing different types and makes of records it is desirable, in order to secure the best results, to weight the sound-boxes differently on the records. For instance, in playing a Pathé record, the grooves of which are comparatively round and shallow, with a Pathé stylus it is desirable to place more weight on the sound-box than when playing an Edison record with a sharp-pointed Edison needle; whereas the playing of a Victor or Columbia record calls for a weighting of the sound-box intermediate the weights preferably used in playing the Pathé and the Edison records respectively. The principal feature of the present invention, therefore, resides in the combination with the usual swiveled free end section of the tone arm of an adjustable weight which may be set to either side of the axis of the swiveled section of the tone arm so as to increase or diminish the gravity effect of the sound-box and swiveled tone-arm section on the record.

Figure 1 is an elevation, broken out, of the usual swiveled extension of the tone arm and the sound-box connected to the latter, showing the present improvements applied thereto. Fig. 2 is a similar view, partly in vertical section, as seen from the right of Fig. 1; Fig. 3 is a face elevation of the sound-box, illustrating a modification. Fig. 4 is a view similar to Fig. 3 illustrating another modification.

DRIVING MECHANISM FOR PHONOGRAHS.—Thomas M. Shank, Bidwell, O., assignor of one-

for convenience of illustration. Fig. 3 is a fragmental view upon an enlarged scale of a detail of the invention. Fig. 4 is a sectional elevation upon an enlarged scale, taken on the line 4—4 of Fig. 1. Fig. 5 is a sectional elevation upon an enlarged scale, taken on the line 5—5 of Fig. 1. Fig. 6 is a sectional elevation upon an enlarged scale, taken on the line 6—6 of Fig. 1. Fig. 7 is an enlarged fragmental elevation of the table rotating mechanism of the phonograph embodying the invention, at the outer edge of the turntable ready to start upon its travel toward the center of the turntable during the reproduction of the record. Fig. 8 is an enlarged fragmental elevation of the table rotating mechanism of the phonograph embodying the invention, showing the position of the parts thereof upon arrival at the inner limit of its travel upon completion of the reproduction of the record.

NEW TALKING MACHINE ALBUMS

Max Willinger, president of the New York Album & Card Co. during the past thirteen years of its existence, has made good use of his many years of experience in the building of talking machine albums in the new model album which his company is offering to the trade this month and of which he is the inventor. N. J. Potomack, vice-president of the company, has rounded out the eighth month of his connection with the company. A visible tribute to his efficiency in the direction of sales may be found in the record of greatly increased sales.

LESLEY'S PATCHING VARNISH

dries in 10 seconds, flows without showing the lap. With it damaged varnish can be repaired invisibly. New price 1 pt. \$1; 1 qt. \$1.90. Complete repair outfit \$3.50. F.O.B. Indianapolis, Ind. **LESLEY'S CHEMICAL COMPANY, Indianapolis, Ind.**

ADVANCE RECORD BULLETINS FOR OCT., 1919

COLUMBIA GRAPHOPHONE CO.

A2762	Can't You Hear Me Callin', Caroline, Oscar Seagle and Columbia Stellar Quartet	10
A2763	Smilin' Through Oscar Seagle	10
Our Yesterdays.....	Barbara Maurel	10
Think Love of Me	Barbara Maurel	10
A6115	Hungarian Fantasy. Part 1. Orchestra Acc., piano solo Percy Grainger	12
Hungarian Fantasy. Part 2. Orchestra Acc., piano solo Percy Grainger	12	
49630	Hejre Kati. Scenes from the Csardas—Violin solo Toscha Seidel	10
A6114	Arlesienne Suite—Farandole, French Army Band La Feria—Suite "Espagnole" No. 1, Los Toros, French Army Band, under the direction of Captain Gabriel Pares.	12
A6113	Overture to "La Forza Del Destino," Columbia Symphony Orchestra	12
Selections from "La Forza Del Destino," Columbia Symphony Orchestra	12	
A2723	The Radiance in Your Eyes. Saxophone solo, Wheeler Wadsworth	10
Sing Me Love's Lullaby. Saxophone solo, Wheeler Wadsworth	10	
E4343	Medley of Neapolitan Songs. Part I, Paparella's Mandolin Orchestra	10
Medley of Neapolitan Songs. Part II, Paparella's Mandolin Orchestra	10	
A2772	Tell Mother I'll Be There..... Earle F. Wilde	10
Work for the Night Is Coming. Earle F. Wilde	10	
POPULAR HITS		
A2771	You Can't Get Lovin' Where There Ain't Any Love Nora Bayes	10
Mammy's Pickaninny Don't You Cry, Nora Bayes	10	
A2770	Carolina Sunshine Sterling Trio	10
Give Me a Smile and a Kiss. Charles Harrison	10	
A2769	The Hesitating Blues Adele Rowland	10
I'm Goin' to Break that Mason-Dixon Line, Harry Fox	10	
DANCE RECORDS		
A2760	Wild Honey—Fox-trot, Waldorf-Astoria Dance Orchestra	10
Hawaiian Smiles—Waltz, Yerkes' Jazrimba Orchestra	10	
A2773	Yearning—Fox-trot, Prince's Dance Orchestra. Dance Music	10
Karavan—Fox-trot.	10	
The Happy Six. Dance Music	10	
A6116	Easy Pickin's—Fox-trot. Yerkes' Novelty Five Intro. "Squealin' Pig Blues."	12
Sensation—Jazz One-step, Yerkes' Marimbaphone Band	12	
SEPTEMBER MID-MONTH LIST		
A2765	And He'd Say Oo-La-La! Wee-Wee, Billy Murray	10
Oh! Oh! Oh! Those Landlords, Irving Kaufman	10	
A2766	Breeze (Blow My Baby Back to Me), Jack Kaufman and Arthur Fields	10
Take Me to the Land of Jazz ... Billy Murray	10	
A2767	In the Heart of a Fool Henry Burr	10
I've Lived, I've Loved, I'm Satisfied, Henry Burr	10	
DANCE RECORDS		
A2761	Sweet Hawaiian Moonlight—Waltz, Introducing Halona Hawaiian Nights—Waltz, Kalaluki Hawaiian Orchestra	10
A2764	Merci Beaucoup! (Thank You)—One-step, Waldorf-Astoria Dance Orchestra	10
My Cairo Love—Fox-trot, Waldorf-Astoria Dance Orchestra	10	
A2768	The Alcoholic Blues—Fox-trot, introducing: 1. Minnie. 2. Oh! Lawdy. 3. Victory Ball, Louisiana Five Jazz Orchestra	10
Kansas City Blues—Fox-trot, Wilbur Sweatman's Original Jazz Band	10	
NEW ANNOUNCEMENTS FROM EDUCATIONAL DEPARTMENT		
Mme. Clement's French Stories.		
A7542	La Renard et la Petite Poule (The Fox and the Little Red Hen). French Story.	10
Marguerite Clément		
La Petite Chaperon Rouge (Red Riding Hood). French Story Marguerite Clément	12	
A7543	La Bonne Femme et son Biquet (The Old Woman and Her Goat). French Story.	12
Marguerite Clément		
Histoire de Cendrillon (Cinderella), Marguerite Clément	12	
A7544	Apres la Bataille (After the Battle). (h) Jeanne au Pain Sec. French Story.	12
Marguerite Clément		
Le Savetier et le Financier (The Cobbler and the Banker). French Story,	12	
Marguerite Clément		
A3088	The Layers, On and Off (Cooke), Edmund Vance Cooke	10
Plain Private and How Did He Die? (Cooke), Edmund Vance Cooke	10	
"UNCLE WIGGILY'S BEDTIME STORIES"		
A3082	Jimmie and the Waterfall. From "Lulu, Jimmie and Alice Wibblewobble". Howard R. Garis	10
Uncle Wiggily and the Birds. From "Uncle Wiggily's Fortune" Howard R. Garis	10	
"SONG-A-LOGUE OF AMERICA" (American Folk Songs) By BENTLEY BALL	10	
A3087	Old Dan Tucker Bentley Ball	10
The Little Old Log Cabin in the Lane.	Bentley Ball	10
A3084	Bangum and the Boar Bentley Ball	10
The Gallows Tree Bentley Ball	10	

VICTOR TALKING MACHINE CO.

POPULAR SONGS		
18597	Sweet Hawaiian Moonlight, Vivian Holt and Lillian Rosedale	10
Hawaiian Lullaby, Charles Hart and Elliott Shaw	10	
18596	Dreamy Alabama, Charles Hart and Lewis James	10
The Music of Wedding Chimes.	10	
18604	I've Got My Captain Working for Me Now, Charles Hart and Shannon Four	10
And That Ain't All..... Arthur Fields	10	
18605	Mandy (from "Ziegfeld Follies 1919"). Shannon Four	10
Breeze (Blow My Baby Back to Me).	10	
American Quartet	10	
18606	Oh! What a Pal Was Mary..... Henry Burr	10
Dear Heart..... John Steel	10	
DANCE RECORDS		
18601	Coo Coo—Fox-trot. Joseph C. Smith's Orchestra	10

Who Did It?—One-step.	Joseph C. Smith's Orchestra	10
18602	Ev'rybody Shimmies Now—Medley Fox-trot. All Star Trio	10
My Cairo Love—Fox-trot (Saxophone, Xylo- phone, Piano)..... All Star Trio	10	
18603	I'm Forever Blowing Bubbles—Waltz. Selvin's Novelty Orchestra	10
Yearning—Medley Fox-trot.	Joseph C. Smith's Orchestra	10
MISCELLANEOUS VOCAL RECORDS		
45168	Our Yesterdays..... Elsie Baker	10
Ma' Little Sunflow'r, Good-night.... Olive Kline	10	
45169	Gentle Annie..... Merle Alcock	10
'Tis All That I Can Say..... Merle Alcock	10	
18595	Uncle Josh and Aunt Nancy Put Up the Kitchen Stove (Stewart). Cal Stewart and Ada Jones	10
Train Time at Pun'kin Center (Stewart). (With Male Quartet)	10	
18599	Wynken, Blynken and Nod (Field).	10
Sally Hamlin	10	
The Sugar-Plum Tree (Field).... Sally Hamlin	10	
INSTRUMENTAL RECORDS		
18607	General Pershing—March..... Victor Band	10
Repas Band—March..... Conway's Band	10	
18598	(1) Of a Tailor and a Bear (MacDowell). (2) The Wild Horseman (R. Schumann, Op. 68, No. 8)..... Victor Orchestra	10
(1) Spinning Song. (2) The Little Hunters (Th. Kullak) (From "Scenes from Childhood"). The Parisian Polka (From "Folk Dances of Denmark") (Buchenal).	10	
Victor Military Band	10	
French Reel (From "Folk Dances of Denmark") (Buchenal)..... Victor Military Band	10	
RED SEAL RECORDS		
64779	Laddie O'Mine (Frances Alda, Soprano). Gordon Johnstone and Shepard Kramm	10
64819	Seguidilla (Alfred Cortot, Pianist).	10
I. Albeniz	10	
64821	Tango (Mischa Elman, Violinist). (Pianoforte by Josef Bonime)..... I. Albeniz-Elman	10
64820	La Traviata—Sempre libera (I'll Fulfil the Round of Pleasure), (Amelita Galli-Curci, Soprano—in Italian)..... Verdi	10
87566	Swedish Cradle Song (Alma Gluck, Soprano). Efrem Zimbalist, Violinist)	10
PHILADELPHIA ORCHESTRA		
64822	Carmen—Prelude to Act 1..... Bizet	10

EDISON RE-CREATIONS

82163	Believe Me If All Those Endearing Young Charms (Stevenson). Soprano..... Maggie Teyte	10
82168	My Ain Folk (Lemon). Soprano..... Maggie Teyte	10
Romance in A (R. Schumann). Violin.	Albert Spalding	
Scherzo-Valse (Chabrier-Loeffler). Violin.	Albert Spalding	
80468	In the Secret of His Presence (Stebbins). Tenor and Baritone..... Charles Hart and Elliott Shaw	10
Valley of Peace (Meredith). Mixed Voices.	Metropolitan Quartet	
80472	Elephant and the Fly (Kling). Piccolo and Bassoon .. Weyert A. Moor and Benjamin Kohon	10
Nadine—Waltz Caprice (Henton). Saxophone,	H. Benne Henton	
80484	I'll Remember You, Love, In My Prayers (Hays), Soprano and Chorus. Betsy Lane Shepherd	10
Little Old Log Cabin in the Lane (Hays). Mixed Voices	Metropolitan Quartet	
80486	Henry VIII Dances—Morris Dance and Torch Dance (German). American Symphony Orchestra	10
Henry VIII Dances—Shepherd's Dance (Ger- man) American Symphony Orchestra	10	
50546	Gypsy Girl—Fox-trot (Wallace), Tuxedo Dance Orchestra	10
Ruspana—One-step (Earl), Tuxedo Dance Orchestra		
50554	My Cairo Love—Fox-trot (An Egyptian Sere- nade) (Zamecnik), for Dancing.	10
The Vamp—Oriental One-step (Gay), for Dancing Green Bros. Novelty Orchestra		
50570	Characteristic Negro Medley, Male Voices.	10
Premier Quartet		
Trial of Josiah Brown (Knight). Rube Sketch, <td></td> <td></td>		
Harlan E. Knight and Company		
50571	Roses at Twilight (Marple), Tenor.	10
Arthur S. Bibble		
You're Making a Miser of Me (Ball). Soprano,		
50572	I Aint-en Got-en No Time to Have the Blues (H. Von Tilzer).... Billy Murray and Ed. Smalle	10
I'm Not Jealous (But I Just Don't Like It) (Nelson-Mayo). Soprano and Tenor.		
Rachael Grant and Billy Murray		
50577	When I Met You (Klickmann). Contralto and Tenor .. Helen Clark and George Wilton Ballard	10
Why Did You Come Into My Life? (Harris). Tenor	Lewis James	
50578	Red Lantern (Shine on Red Lantern) (Fisher). Mixed Voices	10
When You Hold Me In Your Arms (Klick- mann). Contralto and Tenor.	Metropolitan Quartet	
Helen Clark and George Wilton Ballard		

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS		
29036	Quis est homo (Who could mark, from tears re- fraining)—Stabat Mater (Rossini). Soprano and mezzo-soprano, in Latin.	10
Alice Verlet and Margaret Matzenauer		
29037	The Chase—Hunting Song (Mattei). Bass-bar- itone Arthur Middleton	10
REGULAR LIST		
3823	Beyond the Smiling and the Weeping (Stebbins). Tenor and baritone.. Charles Hart and Elliott Shaw	10
3824	Fluffy Ruffles—One-step (Green) for Dancing, Green Bros. Novelty Orchestra	10
3825	Saxophobia—Fox-trot (Wiedoeft), Whistling,	10
3826	Luxembourg Waltz (From "Count of Luxem- bourg") (Lehar). Sihyl Sanderson Fagan	10
3827	Patrol of the Scouts (Boccari).... Conway's Band	10
3828	Sweet Siamese—Fox-trot (Earl), Tuxedo Dance Orchestra	10
3829	Why Did You Come Into My Life? (Harris). Tenor..... Lewis James	10
3830	Opera at Pun'kin Center (Stewart). Rural Story Cal Stewart	10
3831	Bunch of Roses—Spanish March (Chapi), Conway's Band	10

3832	Lonesome—That's All (Roberts-Bradley). Tenor, George Wilton Ballard	10
3833	Ambassador Polka (Losey). Cornet... Bohumir Kryl	10
383		

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Join the progressive jobbers on this page next month.

ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 193)

step. (Vocal refrain by Harry McClaskey, Tenor.)	10
When the Rainbow of Love Appears (Samuels). Waltz	10
22179 Taxi (Kaufman). One-step, Joseph Samuels' Orchestra Chu-Chu-San (Samuels). Fox-trot, Joseph Samuels' Orchestra	10
MASTER SAXOPHONE SEXTET	10
22180 Big Chief Blues (Bernard). Medley, Fox-trot, Intro.: "A Good Man Is Hard to Find" Somebody's Heart Is So Lonely (Motzan). Fox-trot	10
NOVELTIES PLAYED BY THE TUXEDO SYNCOPATORS	10
22181 My Baby's Arms (McCarthy-Tierney). Medley, Fox-trot, "At the High Brown Baby's Ball". Troussau Ball, from "Tumble In" (Friml). One-step	10

Regular October Pathé List

OPERATIC VOCAL RECORDS	
60077 Rigoletto (Verdi) "Caro Nome" (Gilda's Air) Soprano, in French	12
Herodiade (Massenet) "Il est doux, il est bon" (He Is Kind, He Is Good), Soprano, in French	12
27021 La Tosca (Puccini) "Cantabile di Scarpia" (Venal, My Enemies Call Me). Baritone, in Italian	10
Zaza (Leoncavallo) "Zaza, piccola zingara" (Zaza, Little Gypsy). Baritone, in Italian, Luigi Montesanto	10
54031 Carmen (Bizet) "Je dis que rien ne m'epouvanter" (Micaela's Air) Soprano, in French, Claudia Muzio	12
STANDARD BALLADS SUNG IN ENGLISH	
27022 Christ in Flanders (Stephens). Tenor, Paul Althouse	10
Waiting (Rigby-Coke). Tenor, Paul Althouse	10
22150 Dear Old Pal of Mine (Robe-Gitz Rice). Baritone	10
Bring Back the Sunshine (Dean). Tenor, Lewis James	10
52044 Mavis (Craxton). Baritone, Percy Hems	12
Could I (Marzials Tosti). Baritone, Percy Hems	12

NEW BAND AND ORCHESTRA RECORDS

22152 El Capitan (Sousa) March, U. S. Military Academy Band, West Point, N. Y.	10
Manhattan Beach March (Sousa), U. S. Military Academy Band, West Point, N. Y.	10
40177 La Feria, No. 1 (Lacome) "Los Toros," Garde Républicaine Band of France	12
La Feria, No. 2 (Lacome) "La Keja," Garde Républicaine Band of France	12
40176 The Glad Girl (Lampe) Idylle, National Symphony Orchestra	12
Moonlight (Moret) "A Serenade," National Symphony Orchestra	12
22153 Lettre de Manon (Gillet) Novelette, Paris Grand Orchestra	10
Tres Jolie (Waldteufel) Concert Waltz, Paris Grand Orchestra	10
INSTRUMENTAL NOVELTIES	
25032 Eili, Eili (Orthodox Version) Violoncello Solo, Piano Accomp.	10
Hans Kronold Kol Nidre (Day of Atonement) Violoncello Solo, Piano Accomp.	10
22154 Sousa March Medley (Sousa) Intro: (1) "The Liberty Bell" (2) "Jack Tar" (3) "The Stars and Stripes Forever," Accordion Duet, Boudini Brothers	10
Neapolitan Tarantella Medley (Boudini Brothers), Accordion Duet, Boudini Brothers	10
40178 Melodie, Op. 42 (Tschaikowsky), Violin Solo, Piano Accomp.	10
Slavonic Fantasie (Songs My Mother Taught Me), Violin Solo, Piano Accomp.	12
YODLING NUMBERS	
22151 Sleep, Baby, Sleep (Hadley). Matt Keefe	10
The Strolling Yodler (Keefe-Heinsman), Matt Keefe	10

GENNETT LATERAL RECORDS

2503 Tell Me Why (Fox Trot).	
Coney Island Jazz Orch. What Could Be Sweeter Medley (Fox-trot).	12
Coney Island Jazz Orch.	12
4548 Tell Me (Fox Trot), Duane Sawyer	10
Can You Imagine (Fox Trot) ...Duane Sawyer	10
4549 Mandy	10
Fred Hillebrand Everybody's Crazy Over Dixie, Irving Kaufman	10
4545 Hilo March	10
Louise, Ferera & Greenus Kilima Waltz	10
Louise & Ferera Bahy	10
4546 Arthur Fields & Jack Kaufman Breeze	10
Arthur Fields & Jack Kaufman 4547 Broken Blossoms	10
Sam Ash When You Look in the Heart of a Rose,	10
4550 That Tumble Down Shack in Athlone, Sterling Trio	10
Carolina Sunshine	10

EMPIRE TALKING MACHINE CO.

POPULAR SONGS	
21121 Yearning (Moret) Sterling Trio, Orch. Acc. I Know What It Means to be Lonesome (Kendis-Brockman-Vincent), Tenor, David's Novelty Orch. Acc.	10
21122 Tulip Time, from "Ziegfeld Follies of 1919" (Buck-Stamper), Orch. Acc., Henry Burr, Tenor, Vocal Obligate by Marjorie Dow, Soprano Hawaiian Lullaby (Terris-Bridges), Orch. Acc., Lewis James and Charles Hart	10

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21123 Dreamy Alabama (MacDonald-Earl), Orch. Acc., Lewis James and Charles Hart Sweet Kisses (Brown-Von Tilzer), Orch. Acc., Empire Male Quartet	10
21124 Everybody's Crazy Over Dixie (Jones-Donaldson-Cowan), Baritone, Orch. Acc., Arthur Fields Give Me a Smile and a Kiss (Sullivan-Handman), Baritone, Orch. Acc., Arthur Fields	10
21125 Mandy (Berlin), from "Ziegfeld Follies of 1919," Orch. Acc., Empire Male Quartet Some Beautiful Morning (Jolson-Friend), from "Sinbad," Baritone, Orch. Acc., Ernest Hare	10
DANCE SELECTIONS	10
31116 Hindu Rose (Weslyn-Moret), Fox-trot, Empire Dance Orchestra When the Rainbow of Love Appears (Samuels), Waltz	10
31117 That's Got 'Em (Sweatman), Fox-trot, Empire Jazz Band My Desert Fantasy (Reid), One-step, Empire Dance Orchestra	10

31118 Little Italy (Davis-Hewitt), Fox-trot, Accordion by Boudini Brothers, Empire Band Castles in Spain (Edwards), One-step, Empire Dance Orchestra	10
SACRED SELECTIONS	10

71102 The Holy City (Adams), Contralto, Orch. Acc., Maude Gordon Joy to the World (Watts), Contralto and Baritone, Orch. Acc., Maude Gordon and Billy Edwards	12
INTRUMENTAL SELECTIONS	12

51115 El Capitan (Sousa), Empire Military Band Old Comrades March (Teike), Empire Military Band	10
51116 The Glad Girl (Lampe), Idyl, Empire Concert Orchestra Moonlight (Moret), "A Serenade," Empire Concert Orchestra	12

HAWAIIAN SELECTIONS	12
61106 Wailana (Drowsy Waters), Waltz, Louise and Ferera Hawaiian Troupe The Honeysuckle and the Bee (Penn), Louise and Ferera Hawaiian Troupe	10

OKEH RECORDS

1238 Arabian Nights (David-Hewitt), One-step, instrumental, Charles J. Schwab Orchestra One and Two and Three and Four (Creamer-Layton), One-step, xylophone orchestra, with novelty effects	10
1239 The Music of Wedding Chimes (Leslie-Wendling), Contralto, with orch., Kitty Watson (Of Watson Sisters) Lonesome—That's All (Roberts-Bradley), Baritone, with orch., Joseph Phillips	12
1240 To Victory (Hadley), March, instrumental, Conway's Band (Capt. Patrick Conway, Conductor) Gate City (March) (Welden), March, instrumental, Conway's Band (Capt. Patrick Conway, Conductor)	10
1241 Eyes That Say "I Love You" (Introducing "Rip Van Winkle Slept with One Eye Open") (Fisher), One-step, instrumental, Conway's Band (Capt. Conway, Conductor) The Music of Wedding Chimes (Introducing "When the Bees Make Honey in Sunny Alabama") (Wending), Fox-trot, instrumental, Conway's Band (Patrick Conway, Conductor)	10
1242 Recessional (Kipling-DeKoven), Baritone, with orch., Joseph Phillips Abide With Me (Monk-Lyte), Vocal duet, with orch., Reed Miller and Frederick Wheeler	10
1243 Scherzo (From "String Quartet in E flat") (Cherubini), Instrumental quartet, Berkshire String Quartet Notturno (From "Second Quartet") (Borodine), Instrumental quartet, Berkshire String Quartet	10
1244 Kohala March (Palilua), Hawaiian, instrumental, Hawaiian Medley Waltz (Mackenzie), Hawaiian, instrumental, Hawaiian Troupe	10
1245 A Nightingale Intermezzo (Hager), Whistling solo, with orch., Sybil Sanderson Fagan My Sweet Song-Bird of the California Hills (Ring-Hager), Tenor, with whistling obligato, Henry Burr and Sybil Sanderson Fagan	10
1246 Semper Fidelis (Sousa), March, instrumental, Conway's Band (Capt. Patrick Conway, Conductor) Sabre and Spurs (Sousa), March, instrumental, Okeh Military Band	10
1247 Salut d'Amour (Love's Greetings) (Elgar), Piano solo, Paul Eisler A La Bien Aimee (Schutt), Piano solo, Paul Eisler	10
1248 Have a Smile (Introducing "I Want to See My Ida from Idaho") (Rule), One-step, instrumental, Conway's Band (Capt. Patrick Conway, Conductor) Out of the East (Rosey), Fox-trot, instrumental, Conway's Band (Capt. Patrick Conway, Conductor)	10
1249 Pickaninny Dreams (DeRose-Coslow), Waltz, instrumental, Okeh Dance Orchestra Laughing Blues (Muniz-Lada-Cawley), Fox-trot, instrumental, Louisiana Five Jazz Orchestra	10
1250 Social Life (Green), One-step, xylophone, with dance orch., Joe Green Mammy's Lullaby (Lee Roberts), Waltz, instrumental, Okeh Dance Orchestra	10
1251 Granny (Gilbert-Belliedna), Tenor, with orch., Henry Burr Carolina Sunshine (Hirsch-Schmidt), Vocal duet, with orch., Burr and Meyers	10
1252 Lend Me Jim (Watson Sisters), Contralto duet, with orch., Watson Sisters I'm Just As Spry at 82 (Marley), Comic song, with orch., Sam Marley	10
1253 Gypsy Moonbeams (Walker-Davidson), Vocal duet, with orch., Burr and Meyers Just As We Used to Do (We'll Stroll Thro' the Park) (Brown-Moran-Ingraham), Tenor, with orch., Billy Murray	10
1254 Flower of My Heart (Brown-Spencer), Tenor, with orch., Red Miller Homing (Salmon-DelRiego), Soprano, with orch., Marie Tiffany	10
1255 Irish Washerwoman (Introducing "Wearing of the Green" etc.) (Arranged by Richardson), Violin, with novelty orch., Don Richardson and His New York Orchestra	10
1255 Arkansaw Traveler (Introducing "Swanee River") (Arranged by Richardson), Violin, with novelty orch., Don Richardson and His New York Orchestra	10
1256 Ave Maria (Schubert), Cello, with piano accom., Vladimir Dubinsky Mignon ("Polonaise") (Moses), Clarinet, with orch., Albert Chiarella	10
1257 The Boy and the Birds (Hager), Novelty band selection, Okeh Concert Band New Colonial March (Hall), March, instrumental, Okeh Military Band	10
1258 Ida, Sweet as Apple Cider (Eddie Leonard), One-step, xylophone orch., Green Brothers	10

Me-ow (Kaufman), One-step, instrumental, Okeh Dance Orchestra	10
1259 Jazz Waltz (I Wish I Could) (Ring), Waltz, instrumental, Okeh Dance Orchestra Slim Trombone (Fillmore), One-step, instrumental, Conway's Band (Patrick Conway, Conductor)	10
1260 Our Yesterdays (Lake-Leslie), Tenor, with orch., Henry Burr Love of Mine (From "The Royal Vagabond") (Duncan-Goetz), Contralto, with orch., Marion Evelyn Cox	10
1261 Robin Adair (Burns-Keppel), Soprano, with orch., Marie Tiffany Kiss Waltz (Arditi), Soprano, with orch., Inez Barbour	10
1262 Tell Me (Tell Me Why) (Callahan-Kortlander), Baritone, with orch., Joseph Phillips Yearning (Carter-Moret), Tenor, with orch., Carroll Shannon	10

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LATEST POPULAR SONGS

21121 Yearning (Moret), Sterling Trio I Know What It Means to be Lonesome (Kendis-Brockman-Vincent)	10
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ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 195)

Tbey're All Sweeties (Sterling-H. Von Tilzer). Character Duet, Orch. Accomp. Irving & Jack Kaufman 10
9217 Give Me a Smile and Kiss (Sullivan-Handman). Character Song, Orch. Accomp.

Watson Sisters You Can't Get Lovin' Where There Ain't Any Love (Skidmore-Baxley). Character Solo, Orch. Accomp....Fanny Watson 9
9218 Oh! What a Pal Was Mary (Wendling-Leslie-Kalmar). Tenor Solo, Orch. Accomp. Sam Ash

Let Me Dream (Gordon-Sherwood). Tenor Solo, Orch. Accomp....Henry Burr 9
9219 Carolina Sunshine (Hirsch-Schmidt). Tenor and Baritone Duet, Orch. Accomp. Burr & Myers

The White Heather (Snyder-Haase-Coots). Tenor Duet, Orch. Accomp. Burr & Campbell 9
9220 Oh! Ob! Ob! Those Landlords (Tracey-Mohr). Character Song, Orch. Accomp. Arthur Fields

That's the Feller (Al. Bernard). Character Song, Orch. Accomp. Byron G. Harlan 9
Peggy (Moret-Williams). Tenor Solo, Orch. Accomp....Henry Burr 9
9220 Mandy (Irving Berlin). Male Trio, Orch. Accomp....Sterling Trio 9
1047 The Trumpeter (J. Francis Barron-J. Airlie Dix). Baritone Solo, Orch. Accomp. Royal Dadmun

Oh, Promise Me (Clement Scott-Reginald DeKoven). Baritone Solo, Orch. Accomp. Royal Dadmun 10
1045 Beautiful Isle of Somewhere (Mrs. J. B. Pounds-Fairis). Contralto Solo, Orch. Accomp. Alice Louise Mertens 10
The Lost Cbord (Sir Arthur Sullivan). Baritone Solo, Orch. Accomp. Lane Rogers

1046 A Dream (Cory-Bartlett). Tenor Solo, Orch. Accomp....Stassio Berini 10
O, Dry Those Tears (Teresa Del Riego). Tenor Solo, Orch. Accomp....Stassio Berini 10
1043 Saxophobia (Rudy Wiedoeft). One-step, Saxophone Solo, Orch. Accomp....Rudy Wiedoeft

Valse Erica (Rudy Wiedoeft). Waltz, Saxophone Solo, Orch. Accomp....Rudy Wiedoeft 10
1044 Moonlight on the Nile. Medley. Intro. "Baby" (Lenzberg-Kahn-DeSylva-Van Alstyne-Kahn). Fox-trot, George Green's Novelty Orchestra

Invincible Eagle (John Philip Sousa). March, Bergh's Concert Band 10
9222 Dreamy Alabama (Earl-MacDonald). Tenor and Baritone Duet, Orch. Accomp....Hart-Shaw

Tears Tell the Story to Me (Carl & Frank Wilson). Tenor Solo, Orch. Accomp. Charles Hart 9
9224 Mending a Heart (Gilbert-Cooper). Tenor Solo, Orch. Accomp....Sam Ash

If You Don't Stop Making Eyes at Me I'm Goin' to Make Eyes at You (Brennan-Cunningham-Rule). Character Song, Orch. Accomp....Jack Kaufman 9
9223 Dear Heart (Polla-Goldsmit-Lefeoer). Tenor Solo, Orch. Accomp....Henry Pinckney

My Sugar Coated Chocolate Boy (E. & W. Loos-Mahoney). Tenor Duet, Orch. Accomp....Burr-Campbell 9
9225 Honeymoon (Arden-Sherwood). Tenor Solo, Orch. Accomp....Charles Hart

Why Should I Build Castles in the Air? (King-MacDonald). Baritone Solo, Orch. Accomp....Arthur Fields 9
9226 My Baby's Arms (McCarthy-Tierney). Baritone Solo, Orch. Accomp....Arthur Fields

Ev'rybody Calls Me Honey (Lyons-Straight). Tenor Solo, Orch. Accomp....Irving Kaufman 9
9227 Sugar (Al. Bernard). Character Song, Orch. Accomp....Al. Bernard

When Mariutte Shake a Da Shimmie Sha Wob (Von Tilzer-Sterling). Italian Character Song, Orch. Accomp. George L. Thompson

LATEST DANCE AND BAND HITS 1048 Taxi (Mel. B. Kaufman). One-step, Emerson Military Band

The Oriental Rube (Gerald Peck). Fox-trot, Emerson Military Band 10
1049 Karavan (Rudy Wiedoeft). Fox-trot, Emerson Dance Orchestra

Tents of Arabs (Lee David). One-step, Emerson Military Band

1050 Fluffy Ruffles (George Hamilton Green). One-step, George Hamilton Green's Nov. Orch. "Llewellyn" Waltz (Rudy Wiedoeft). Waltz, Saxophone Solo, Orch. Accomp., Rudy Wiedoeft

1051 Dear Little Boy of Mine (Brennan-Ball). Tenor Solo, Orch. Accomp....Walter Scanlan 10
There's a Long, Long Trail (Elliot-King). Tenor Solo, Orch. Accomp....Walter Scanlan 10
1952 Uncle Josh Takes the Census. Monologue, Cal Stewart

The Chautauqua at Pun'kin Centre. Monologue, Cal Stewart 10
1053 Uncle Josh and the Honey Bees. Monologue, Cal Stewart 10
Uncle Josh and the Soldier. Monologue, Cal Stewart

1054 French National Defile March (A. Turlet). March, Bergh's Concert Band 10
Marche Indienne, Hindu March (A. Sellenick). March, Bergh's Concert Band 10

The White Heather (Snyder-Haase-Coots). Tenor Duet, Orch. Accomp....Rice & Rhodes 10
7538 Tell Me Why (Cohurn-Rose). Baritone Solo, Orch. Accomp....D. (Bud) Bernie Let Me Dream (Gordon-Sherwood). Tenor Solo, Orch. Accomp....Robert Rice 9
LATEST DANCE AND BAND HITS 7539 Yearning (Neil Moret) (Fox-trot) Emerson Military Band 9
Pickaninny Dreams (DeRose-Coslow). Waltz Emerson Dance Orchestra 9
7540 Mammy O' Mine. Medley. Intro. "Idol" and "Longing." (Picard-Rose-Seymour & Pike). Fox-trot Emerson Military Band 9
The Skating Trot (Leonardo Stagliano). One-step Emerson Military Band 9
7541 Tell Me, Tell Me Why (Callahan-Kortlander). Fox-trot Emerson Military Band 9
Oh! Those Days (S. Romberg). Fox-trot Emerson Military Band 9

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6149 La Fontana di Caraouet (Letrocy) Sistine Quartet 9

The Return of the Herd (Muller) Sistine Quartet 9

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Menuet in G (Beethoven). Violin Solo, Vera Bastow 9

POPULAR SONG HITS 5148 Tell Me Henry Burr 9
Carolina Sunshine Sterling Trio 9
5149 My Baby's Arms Irving Kaufman 9
Oh, How She Can Sing Kaufman Bros. 9
5150 Freckles Arthur Fields 9
In Miami Arthur Fields 9
5151 Alcoholic Blues Billy Murray 9
I've Got My Captain Working for Me Now, Billy Murray 9
5152 A Good Man Is Hard to Find Ernest Hart 9
St Louis Blues Al Bernard 9

DANCE NUMBERS 4166 Chong. Intro. by the Camp Fire. (Medley Fox-trot) Van Eps-Banta Trio 9
I'll Say She Does. Intro. Out of the East (Medley Fox-trot) Van Eps-Banta Trio 9
4167 Vamp (Oriental Fox-trot) Van Eps-Banta Trio 9
I've Been Waiting for You. From She's a Good Fellow Van Eps-Banta Trio 9
4168 Honey-Moon Waltz Lyric Dance Orch. 9
Castles in Spain. (One-step) Lyric Dance Orch. 9
4169 A You Don't Need the Wine to Have a Wonderful Time. (One-step) Lyric Dance Orch. 9
4175 Jerry. (Fox-trot) Lyric Dance Orch. 9
4170 Sweet Hawaiian Moonlight. Kalawao Hawaiian Orch. 9
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Il Pappagallo. Valzer. Banda Bolognese 9
1225 Prigionia D'Amore. Mazurka. Banda Bolognese 9
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1236 Manella Mia. Orch. Accomp. Oreste Coppola (Baritono Napoletano) 9
Carmela Bella. Orch. Accomp. Oreste Coppola (Baritono Napoletano) 9

1233 Il Passaggio D'Una Banda. Copia Romano, Stella Bruno 9
For' O Convento. Orch. Accomp. Copia Romano, Stella Bruno 9

1211 L'Ardito Italiano. Orch. Accomp. Aristide Sigismondi 9
Stornelli del Soldato. Orch. Accomp. Aristide Sigismondi 9

1212 'O Prigioniero. Austriaco. Orch. Accomp. Il Ritorno Dala Francia. Orch. Accomp. 9

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1226 Una Festa al Villagio. Scottise. Banda Bolognese 9
Un Felice Incontro. Scottise. Banda Bolognese 9

1235 Senz' Anfore. Duetto. Orch. Accomp. (Seguito a Senza Mamma) (Coppia "Mamorino"—De Paolo). Kerimmo Reri (Duetto comico), Orch. Acc. 9

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1113 Od Krakowa (Krakowiak), Tadeusz Wronski (Baryton) 9
Tancowal Kuba (Oberek), Tadeusz Wronski (Baryton) 9

1114 Pacierz Polskiego Dziecka, Tadeusz Wronski (Baryton) 9
Medyk Marsz. Tadeusz Wronski (Baryton) 9

1116 Sporki Wojskowe (Od Francyi). Czesz 1-a, Tadeusz Wronski (Baryton) 9

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1115 Piesn Dziadowska. 9

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1117 Antek Cwaniak. Monolog andrusowski. Kon Przy Telefonie. Zydowski monolog. 9

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Piesn Stefana, z op. "Straszny Dwor," Z akomp. orkiestry, Stanislaw Berini 9

1120 Pozegnanie Śpiewaczki. Z akomp. orkiestry, Stanislaw Berini 9

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1134 Koscielne Dzwonki. Mazur. Polska Orkiestra Ludowa 9

Moja Kochana. Polka mazurka, Polska Orkiestra Ludowa 9

1135 Cztery Latka. Mazur. Obertas, Polska Orkiestra Ludowa 9
Zbior Krakowiakow. Polska Orkiestra Ludowa 9
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Mazur "Polska Krew". Polska Orkiestra Ludowa 9

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1128 Jechal Kuba do Warsegi. Z akomp. klarnetu, Tadeusz Wronski Naspielal 9
Cieszy Konia Ohrok. Z akomp. harmonji, Tadeusz Wronski Naspielal 9

1129 Furmanik Wyjecbal. Z akomp. klarnetu, Tadeusz Wronski Naspielal 9

Jak sie Kuma Z Kuma Zendzie. Z akomp. harmonji, Tadeusz Wronski Naspielal 9

1138 Manru. Polka mazurka. Polska Kapola Wojeskowa Puszcany. Melodia. Polska Kapola Wojeskowa 9

HEBREW-JEWISH—NINE-INCH

1324 Die Matbeie, Solomon Small (Sbmulewitz), Folks Singer 9

Die Welt Is Awald, Solomon Small (Shmulewitz), Folks Singer 9

1322 Nadan Geld, Solomon Small (Sbmulewitz), Folks Singer 9

Er Hot Gelacht, Solomon Small (Sbmulewitz), Folks Singer 9

Solomon Small (Sbmulewitz), Folks Singer 9

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Hatikvah. Delphine Marx, Contralto 9

1302 A Kind Ohn a Heim. Ephraim Duff, Tenor 9

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1325 Colombus Ich Hob Zu Dir Gur Nit, Gus. Goldstein, Comedian 9

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1319 Mendel Weirt Ein Actor, Gus. Goldstein-Clara Gold, Comic Duets 9

Yente Weirt a Janitor, Gus. Goldstein-Clara Gold, Comic Duets 9

1323 Mendel Weirt a Sport, Gus. Goldstein-Clara Gold, Comic Duets 9

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Eil Molei Rach'mim. Cantor Chaim Steifman 9

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Zion March. Jewish Orchestra 9

1306 Der Supper March. Jewish Orchestra 9

Rusish Sher Quadril. Jewish Orchestra 9

HEBREW-JEWISH—TEN-INCH 9

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Vus Die Milchumy Hot Gemacht, Abraham Rosenstein, Tenor 9

1330 Oi Oi Die Weiber. Abraham Rosenstein, Tenor 9

Die Welt Is a Kinder Sbpel, Abraham Rosenstein, Tenor 9

1328 Der Pedler. Silberbusch-Wachtel 9

Chaim Aizik Aher Geb. Silberbusch-Wachtel 9

1326 Atenzi Far Der Boben. Louis Friedsell Orchestra 9

Hopet Macbetonym. Louis Friedsell Orchestra 9

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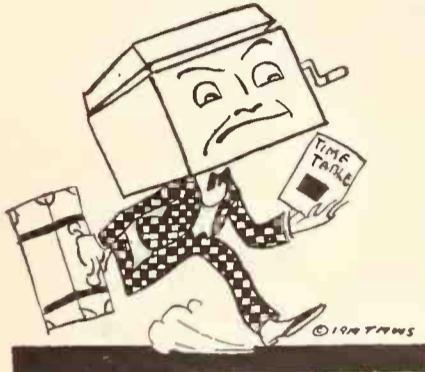
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Monte Cristo, Jr. Medley fox-trot. J. C. Beck's Orchestra 10

33015 When You Look In the Heart of a Rose. Intro. "Lullaby Blues in the Evening." Waltz. J. C. Beck's Orchestra 10

Music of Wedding Chimes. Intro. "Jazz Baby" and "When You See Another Sweetie Hanging Around." Fox-trot. J. C. Beck's Orchestra 10

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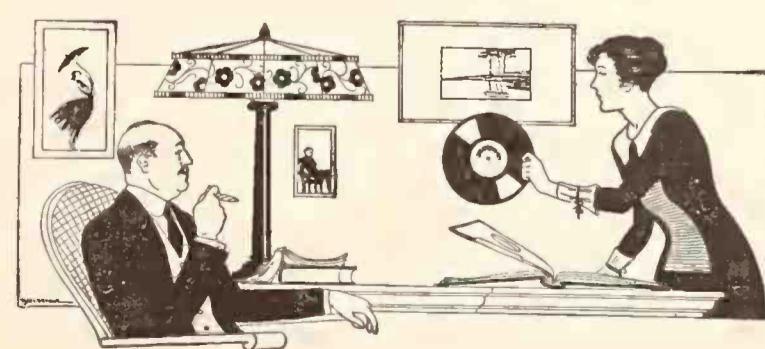
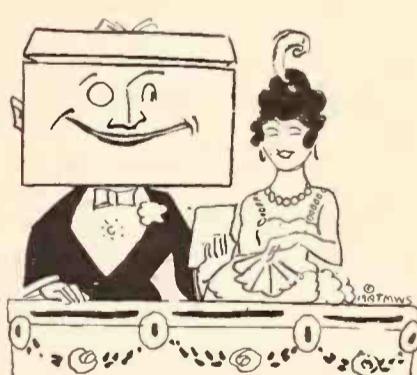
Yours for success,

THE TALKING MACHINE WORLD SERVICE,

by *Robert Gordon.*

rg/fp

Director



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33015 10-in. 85c	When You Look In the Heart of a Rose— Waltz. Int. Lullaby Blues in the Evening J. C. Beck's Orchestra Music of Wedding Chimes—Fox Trot. Int. Jazz Baby and When You See Another Sweetie Hanging Around. J. C. Beck's Orchestra
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33017 10-in. 85c	Captain Betty—One Step Marimba Band Moonlight Waltz Marimba Band
33018 10-in. 85c	Oh, What a Pal Was Mary—Tenor Solo. Girl of Mine—Tenor Solo Vernon Dalhart

33019	Tell Me—Tenor Solo	Charles Hart
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33022	I Hear You Calling Me—Tenor Solo.	Charles Hart
10-in. 85c	Good Night, Little Girl, Good Night—Tenor Solo	Henry Burr
33023	O Sole Mio—Hawaiian Guitars	Louise & Ferera
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